ERICA'S BIGGEST INDUSTRY MONTHLY FOR AMERICA'S BIGGEST INDUSTRY

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House & Home

APRIL 1957 SIX DOLLARS A YEAR—ONE DOLLAR A COPY

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ODEL HOME: how to get the crowds out to see your house

- How to give your house curb appeal
- How expert furnishing helps you set the stage
- How to turn lookers into buyers
- Nine success stories in model house merchandising

'S BEGINS ON PAGE 37 NEW WAYS TO BUILD BETTER BEGINS ON PAGE 185 FOR COMPLETE CONTENTS SEE PAGE 10



OPEN THE DOOR TO EASIER HOME SALES . . .

FEATURE STARWAY* "CUSTOM" STYLED Gold Seal® INLAID LINOLEUM

Women, especially, go for fashionable "Starway" . . . with either modern or traditional decor. They know that Gold Seal Inlaid Linoleum wears for years . . . wipes clean with a damp cloth. And it features exclusive SuperFlex® backing that eliminates the need for extra lining felt, cuts installation time and expense. See Gold Seal Inlaid Linoleum and the complete line of Gold Seal Tile materials at your dealer's now. He's listed in the "Yellow Pages" under "Floors" or "Linoleum."

"STARWAY" SPECIFICATIONS: *Starway Inlaid Linoleum is available in standard gauge in grey, tan, charcoal, white, gold, griege, pearl grey and green colors, in 6' widths. Install over above-grade floors of suspended wood or suspended concrete.*

Gold Seal Inlaid Linoleum fully meets FHA Title I requirements.

© 1957 Congoleum-Nairn Inc., Kearny, N. J.

FOR HOME—BUSINESS—INSTITUTIONS: By the Yard and Tiles—Inlaid Linoleum • Nairon® Plastics Vinylbest* Tile • Cork Tile • Rubber Tile • Asphalt Tile • Printed Floor and Wall Coverings—Congoleum® and Congowall® • Rugs and Broadloom—LoomWeve®. Satisfaction Guaranteed or Your Money Back. **Trademark*

FOR THE LOOK THAT'S YEARS AHEAD

Gold Seal® FLOORS AND WALLS



KITCHEN PLANNING
EXPERTS SAY THIS BUILT-IN
IS A MUST IN EVERY HOME

Your WIFE can prove it!

Let HER try this fabulous,
NuTone Built-in Food Center
in YOUR OWN KITCHEN!

AN INTRODUCTORY BELOW-COST OFFER FOR YOUR PERSONAL USE

Editors of all the leading national women's magazines have praised the NuTone Food Center . . . as the most exciting appliance in 30 years!

Now . . . a remarkable Meat Grinder has been added . . creating a sensation wherever it has been on display.

We want your wife to see how useful it is in her daily food preparation. We want you to discover its terrific "woman appeal" . . as a sales clincher for every new kitchen you're planning. That's why we are making this 60-day offer to all Builders and Architects.

If you would like to have one of these units at below cost for your own home, please write for complete information.

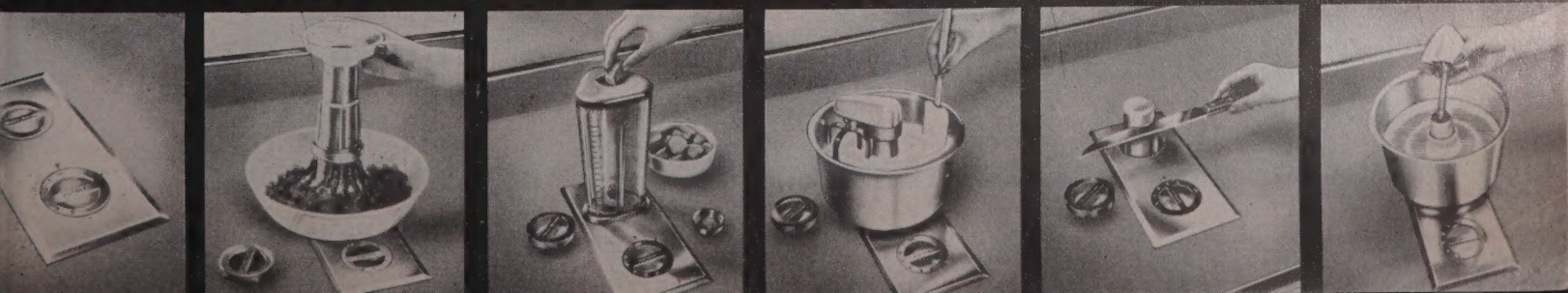
NuTone Built-In Food Center

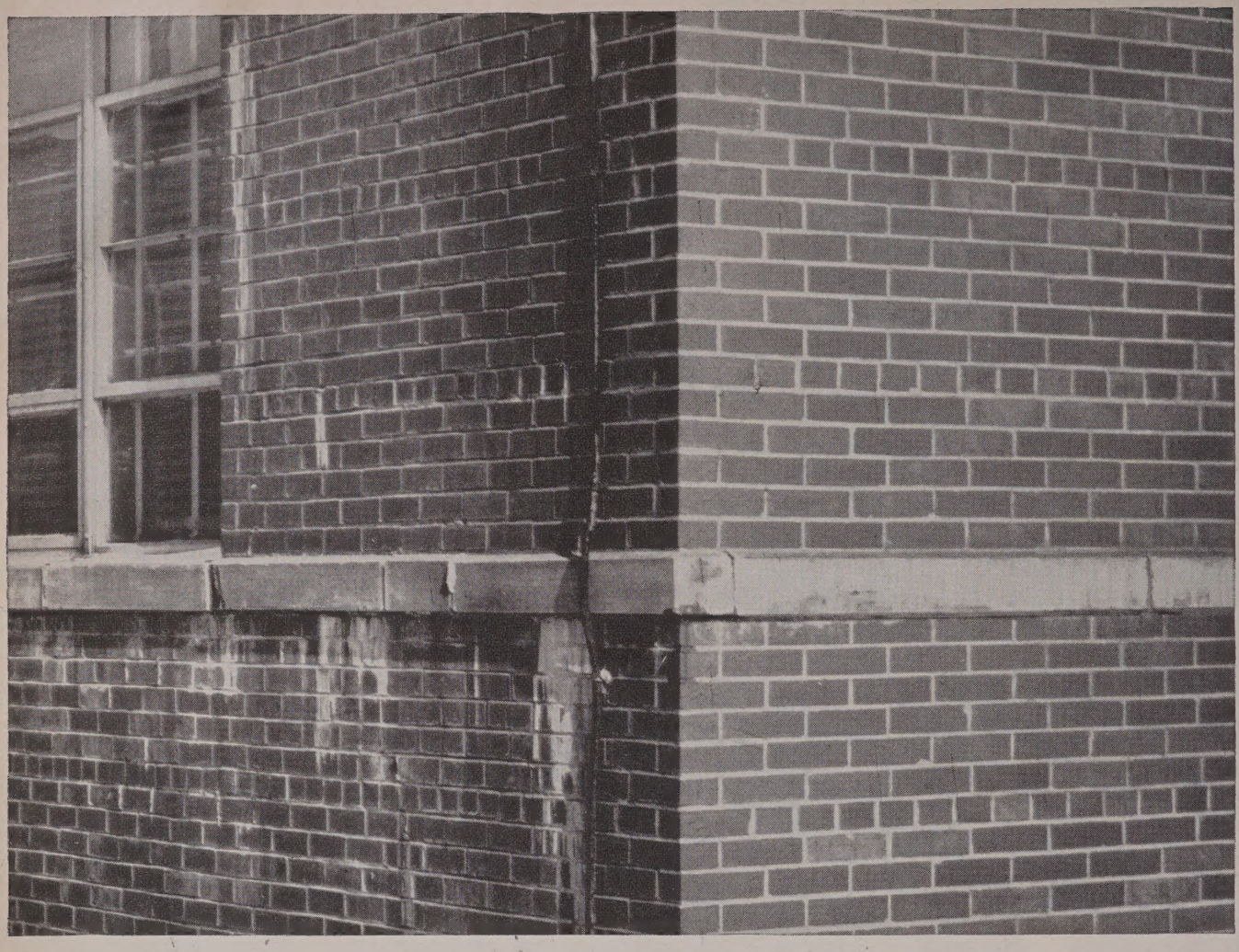
A Meat Grinder + Mixer + Blender + Sharpener + Juicer!

NUTONE, INC., Dept. HH-4, Cincinnati 27, Ohio

U. S. & Foreign Patents Pending

Motor for ... Meat Grinder and a Blender and a Mixer and Sharpener and a Juicer!





Here's proof that Dow Corning Silicones stop efflorescence: wall at left is badly stained, and spalling has chipped the window ledge. The treated wall at right is still attractive after five years.

WATER REPELLENTS made with *Dow Corning Silicones*

KEEP MASONRY DRY, CLEAN AND ATTRACTIVE



Immediately after application, Dow Corning Silicones penetrated pores of this brick to 1/4 inch depth.

Don't let dampness, stains, and efflorescence spoil above grade masonry surfaces. Give lasting protection to most types of masonry with one coat of a water repellent based on Dow Corning Silicones. Silicones form an invisible barrier to moisture without actually sealing the surface . . . air and vapor can escape.

By preventing water from reaching the soluble salts within, silicones reduce or eliminate the ugly white efflorescence that defaces untreated masonry. Dirt, soot, and soil can be easily washed off masonry protected by Dow Corning Silicones.

In addition, the cracking and spalling caused by water freezing and expanding are greatly reduced because water just doesn't get in. And you obtain all these advantages with one easy spray or brush application without altering the appearance of the surface.

Write for new brochure and list of leading formulators. Address Dept. 6216.

first in silicones

Dow Corning CORPORATION
MIDLAND, MICHIGAN

THYER HOMES

merchandising makes the big difference . . .

Thyer helps you sell houses with

prefabricated promotion

Make it easy on yourself—streamline your own local open house promotion with Thyer's "do it yourself" advertising kit . . . complete with classified and display newspaper ads, trade marks and on-the-spot display materials.

Simplify your planning with Thyer's brand new open house kit containing suggested radio and TV spot commercials, pre-written news releases, plus a complete guide for the step-by-step promotion of your open house. Conveniently attached to the planning guide is a form for ordering further tried and true merchandising aids such as handout literature, book matches, pennants, "open" signs, and balloons.

Prepared by sales promotion experts, any or all of this valuable material is available to every Thyer builder through his nearest Thyer field representative. Go into a huddle with your Thyer representative today. Let him show you how hard-hitting Thyer merchandising support guarantees you more interested prospects and more sales.

THYER'S

"Silver Platter" Profit System

Financing Service. Your local Thyer Factory Representative offers you construction money and help to arrange permanent financing for FHA, VA or conventional loans.

Local Field Service. Thyer Factory Representatives located in 34 states are ready to assist you in land development, arranging financing, erecting, and planning local advertising and model home showings.

Turn-Key Contracting Service. For developers who wish to build 100 or more houses at a time, Thyer can provide a turn-key building service that delivers houses at a bonded contract price.

National Advertising Support. A hard-hitting program in national consumer magazines pre-sells your prospects—helps create buyer interest in Thyer Homes.

"Thyer fabricated structural units commended by Parents' Magazine."

COMMENDED BY PARENTS' MAGAZINE

THE THYER MANUFACTURING CORPORATION

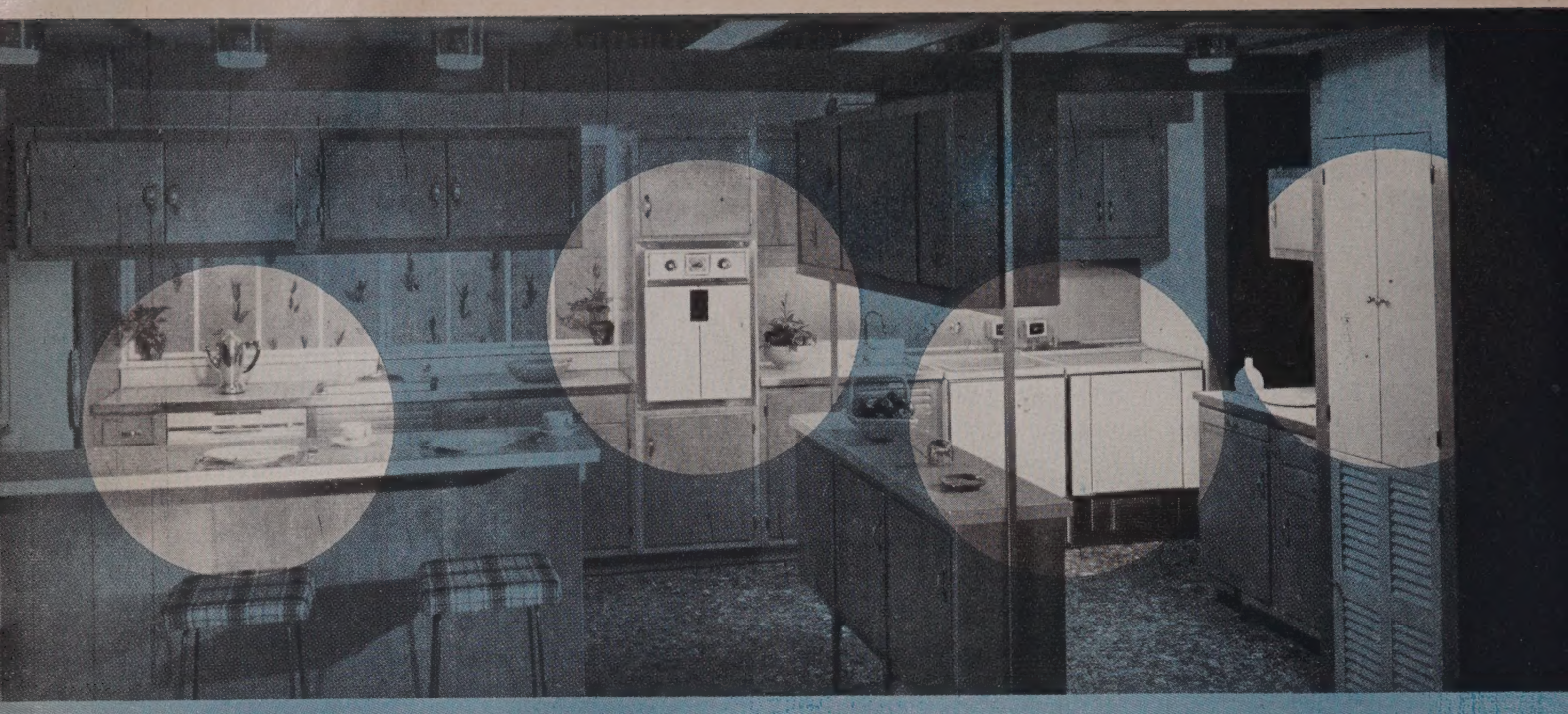
2853 Wayne Street
Toledo 9, Ohio

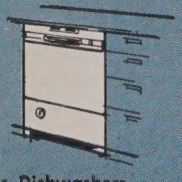
615 E. Yazoo Street, Dept. 4
Jackson, Mississippi



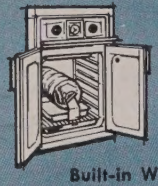
This kit received an Exceptional Merit Award in the 1956 NAHB-Producers' Council Contest of Ideas for Home Builders.

HOUSE & HOME, April 1957. Volume 11, Number 4. Published monthly by TIME INC., 9 Rockefeller Plaza, New York 20, N. Y. Entered as second-class matter at New York, N. Y. Subscription price $6.00 a year.

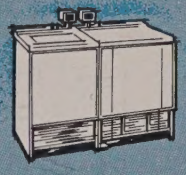




Undercounter Dishwashers



Built-in Wall Ovens



Automatic Washers—Electric Dryers

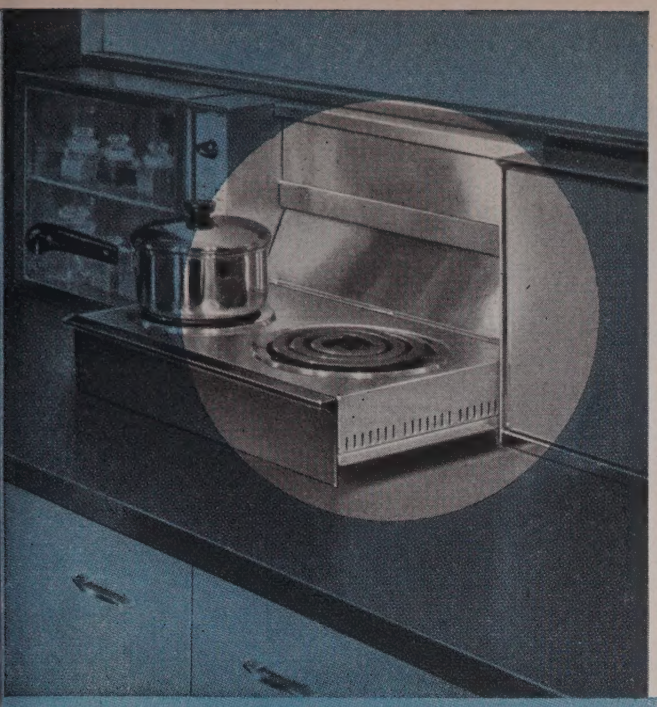


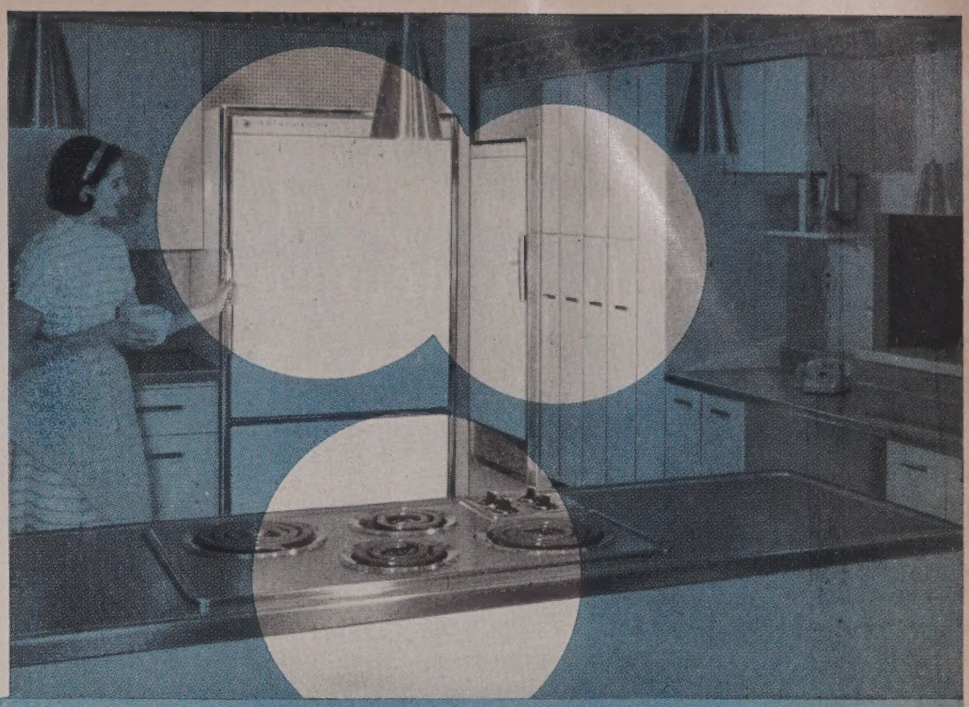
Year-Round Air Conditioning

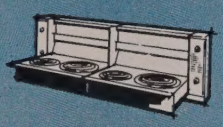
See how Frigidaire "Sheer Look" can build-in, blend-in and



The trend-setting "Sheer Look" in built-in and freestanding Frigidaire home appliances is "sheer luck" for builders in today's competitive market. Now, with less work, for less cost, you can style your kitchens and laundries to suit the most discriminating home-buyer. You can offer both built-in luxury, and blend-in beauty from the freshest, newest, most stunning line of appliances ever built for the home. Installation is a breeze—almost as easy as Plug-in . . . Push-in . . . Built-in! No round corners, no bulges, no gaps—they fit flush with standard wood or steel cabinets available anywhere. In addition to the complete major home appliance line, Frigidaire Full-Home Conditioning now offers a complete line of summer and winter air conditioners to fit every home you build.



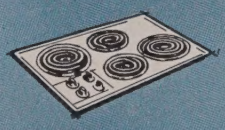




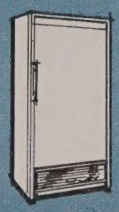
Fold-Back Surface Units



Refrigerators



Built-in Cooking Tops



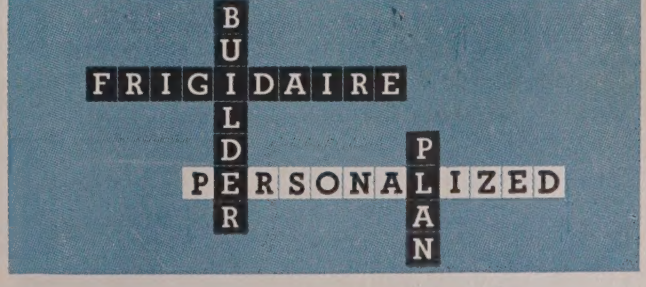
Food Freezers

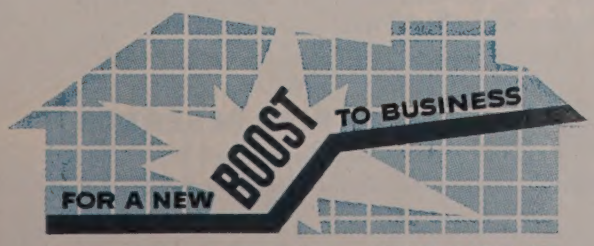
home equipment fit-in your homes and selling plans!

TO HELP SELL YOUR HOMES...

No matter where you are, a Frigidaire Builder Sales Representative is prepared to assist you with new merchandising plans and materials for your specific homes.

Call your nearest Frigidaire Dealer or District Headquarters for complete information.





REFRIGERATORS • ELECTRIC RANGES • BUILT-IN COOKING TOPS • WALL OVENS • FOLD-BACK SURFACE UNITS • DISHWASHERS • FOOD FREEZERS • ELECTRIC WATER HEATERS • ELECTRIC DRYERS • AUTOMATIC WASHERS • FULL-HOME AIR CONDITIONERS • GAS & OIL FURNACES • ROOM CONDITIONERS • DISPOSERS

IN '57 GO

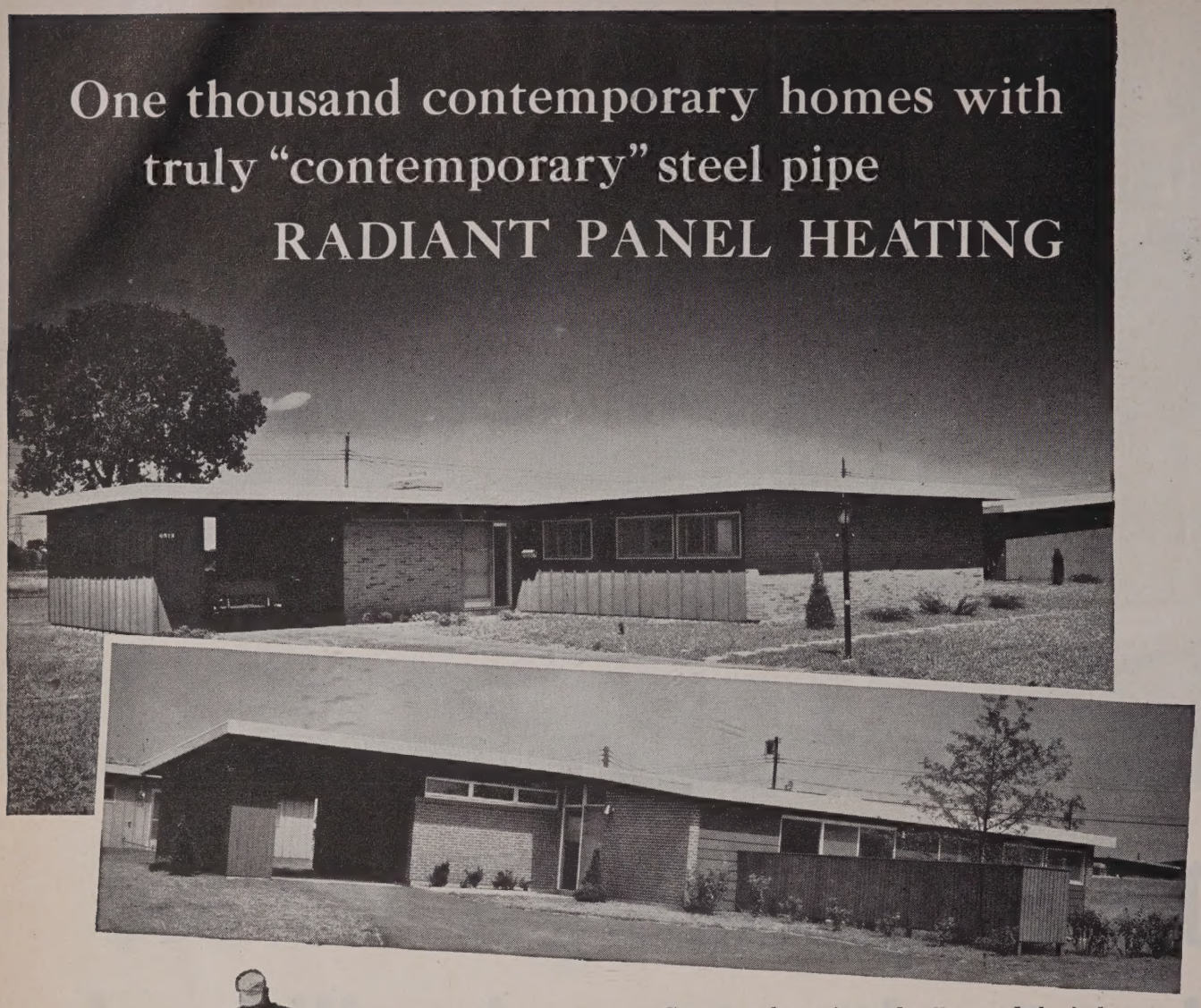
FRIGIDAIRE

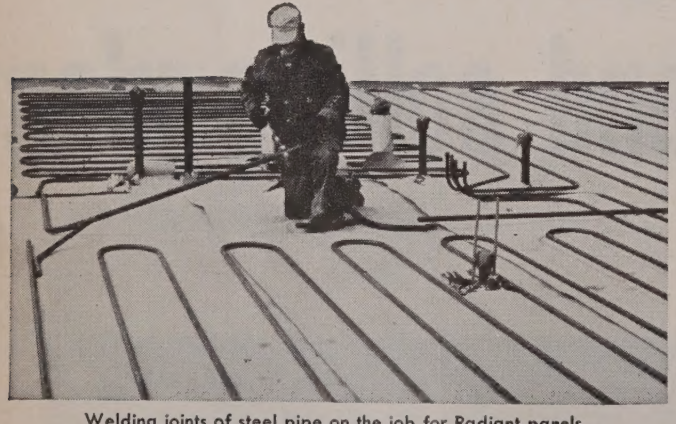
DIVISION OF GENERAL MOTORS CORPORATION

DAYTON 1, OHIO

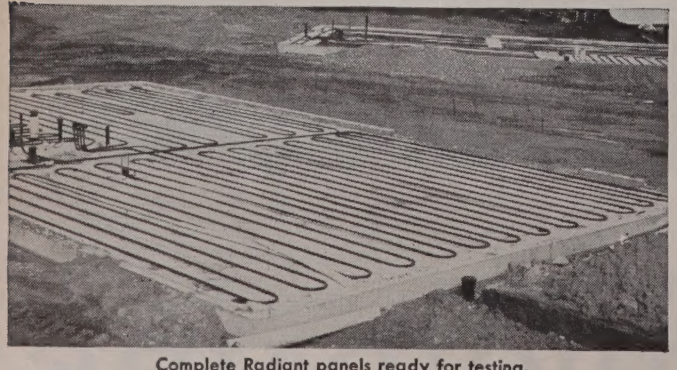
One thousand contemporary homes with truly "contemporary" steel pipe

RADIANT PANEL HEATING





Welding joints of steel pipe on the job for Radiant panels.



Complete Radiant panels ready for testing.

Gone are the attics and cellars and the in-between-floor inadequacies of yesterday in today's home building . . . replaced by contemporary designs with refreshingly new concepts of comfort and livability. Implementing these changes are wonderful new materials, construction methods, home equipment . . . and "invisible" radiant panel heating systems so perfectly suited to the modern building concept.

More than a thousand contemporary homes, by one builder alone, in the St. Louis area include steel pipe radiant heating systems that provide completely concealed radiation, more comfortable draft-free heat, unobstructed floor space and greater cleanliness.

Reliable, durable steel pipe has been the choice of this builder for all radiant heating systems in these $13,000 to $35,000 homes . . . standard since his first highly successful steel pipe radiant heating installation in 1947.

Yes, *Steel Pipe is first choice* for radiant heating, snow melting, fire sprinkler systems, plumbing, power, steam and air transmission lines. In fact, it is the most widely used pipe in the world!

Write for the free 48 page color booklet "Radiant Panel Heating with Steel Pipe".

Steel Pipe is First Choice

Committee on

STEEL PIPE RESEARCH

AMERICAN IRON AND STEEL INSTITUTE

150 East Forty-Second Street, New York 17, N.Y.



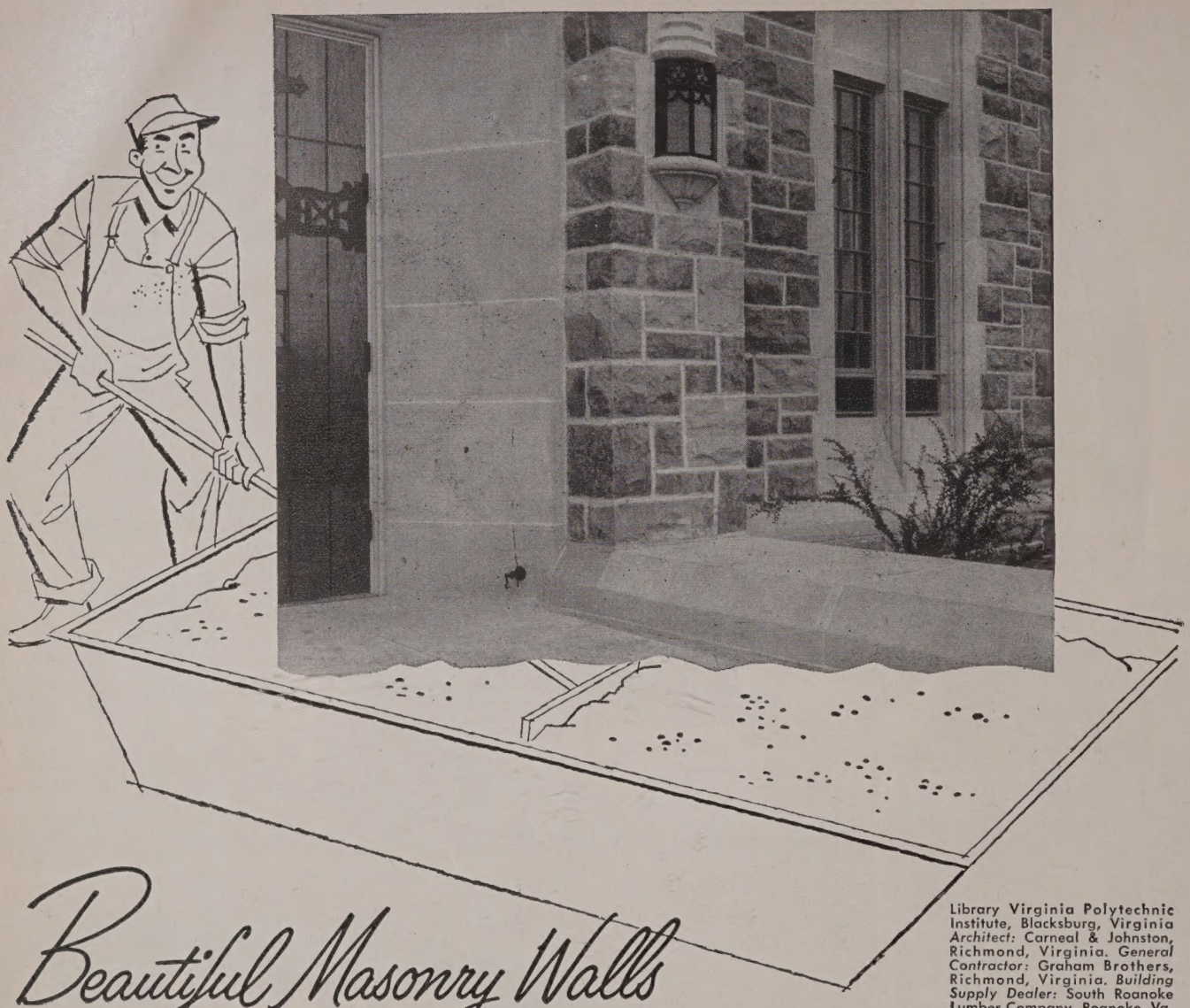
LOCK APPEARANCE INCREASES HOME VALUE...

Home buyers judge home values by the locks and other items which meet the eye. It is the shape and finish of Weiser Locks which so enhance the value interpretation of the home. Their superior appearance makes the entire house look better—makes the house "please" and sell. Weiser Locks give you what your houses need—lock appearance for home value...and you get sales and profit insurance, too.

WEISER COMPANY

SOUTH GATE CALIFORNIA

IN CANADA: WEISER LOCK COMPANY OF CANADA LTD.
SOUTH BURNABY BRITISH COLUMBIA



Beautiful Masonry Walls

Library Virginia Polytechnic Institute, Blacksburg, Virginia *Architect:* Carneal & Johnston, Richmond, Virginia. *General Contractor:* Graham Brothers, Richmond, Virginia. *Building Supply Dealer:* South Roanoke Lumber Company, Roanoke, Va.

are born in the MORTAR BOX!

Beautiful masonry walls just don't happen . . . they're actually born in the mortar box. Even though you painstakingly select the masonry units, or stone, you must still choose a beautiful mortar cement to get a beautiful wall. Medusa StonseT White Masonry Cement is strikingly different from ordinary mortar because it is a *White* non-staining masonry cement. Made with a base of famed Medusa White, this beautiful White Masonry Cement gives life to masonry units. Look at the picture above and we believe you'll see what we mean. Here StoneseT defines and brings out the beauty of the masonry units as no other mortar can. Beautify your masonry with StoneseT. Write for a complimentary copy of our A.I.A. File No. 3-A-9. This helpful catalog contains specifications, mortar calculations and pictures of many outstanding StoneseT jobs.

CONSULT YOUR ARCHITECT

MEDUSA STONESET

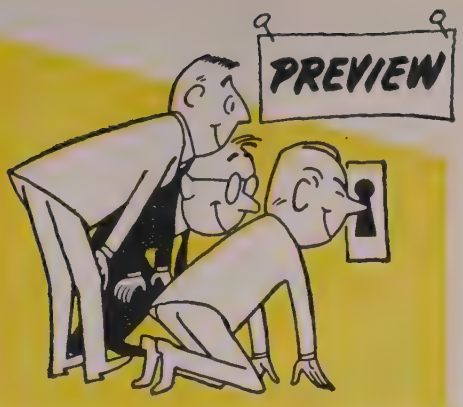


MEDUSA PORTLAND CEMENT COMPANY • P. O. Box 5668 • Cleveland 1, Ohio

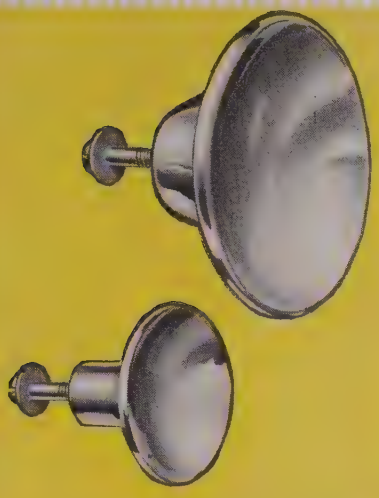
WHITE • WATERPROOFED WHITE • GRAY • STONESET • WATERPROOFED GRAY • AIR ENTRAINING • BRIKSET • HIGH EARLY STRENGTH • WHITE TILE GROUT CEMENT •

SALES OFFICES: Cleveland, Ohio • Chicago, Ill. Toledo, Ohio • Pittsburgh, Pa. • New York, N.Y. Milwaukee, Wis. • Baltimore, Md. • Paris, Ont.

OVER SIXTY-FIVE YEARS OF CONCRETE PROGRESS



New hardware creations by National

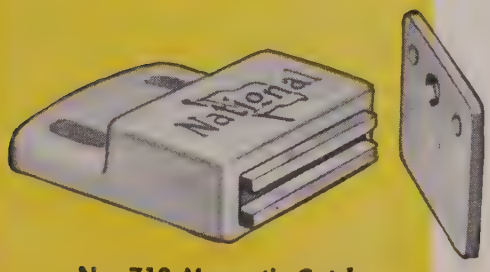


No. 214 Concave Pulls

Here are fresh ideas and designs that will interest the modern home owner. The new products here illustrated have been added to the extensive National line to meet today's demand of style conscious home builders.

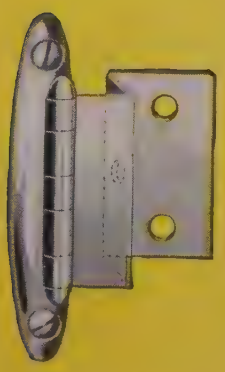
Smart new contours have been designed for these Semi-Concealed Hinges and Pulls. Sparkling finishes applied to the hardware enhance their installation and are easy to keep clean.

The No. 712 Magnetic Catch illustrated at right has flush strike mounted on door eliminating unsightly projections. Permanent magnet has approximately 14 pound holding power.

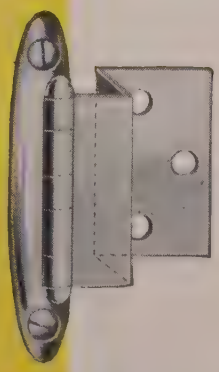


No. 712 Magnetic Catch

Many of our products are now sold in the attractive Visual Pack, where you see all the actual merchandise at a glance. Strong polyethylene bags protect the hardware finishes from injury and prevent loss of any of the component parts.

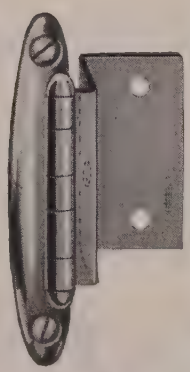


No. 461B⅜

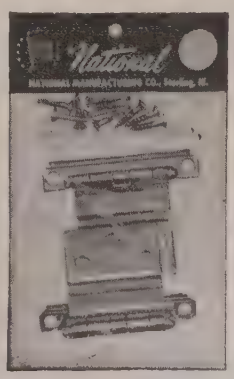


No. 461D½

Semi Concealed Hinges



No. 461Z¾





Visual Display Packs

National MANUFACTURING CO • STERLING ILLINOIS

COSTS LESS TO INSTALL



DIMENSIONED FOR POPULAR CABINETS

4-burner surface unit | 2-burner surface unit | oven-broiler unit

ROPER
"arRANGEable"

BUILT-IN GAS RANGES
Cut Installation Costs...
INSURE MORE CLEAR PROFIT

★ Smartly styled . . . choice of colors
★ Built to highest Roper standards
★ Feature-packed . . . Value-priced

Sized to fit standard 24" cabinets, Roper Built-Ins need no costly, time-wasting alterations. They cut crew time, give more clear profit. For faster, easier sales, feature them in your houses. Send for details today.

Prices on Request

Today's Hottest Feature!

ROPER Tem-Trol

AUTOMATIC TOP BURNER HEAT CONTROL

Women love it . . . sales prove it! Roper "Tem-Trol" controls cooking heat, makes any ordinary utensil automatic. A Roper exclusive.

GEO. D. ROPER CORPORATION
Rockford, Illinois

Geo. D. Roper Corporation
Rockford, Illinois

Send me prices and full information about Roper "arRANGEable" Built-In Gas Ranges.

Firm Name_____
Individual_____
Address_____
City_____ State_____
I am a_____
(type of business)
My Building Material Supplier is_____
(name)
_____
(city)

HH 457



CONTRACTORS upgrade installations . . . provide maximum protection and capacity for future needs. Factory-installed mains require no field wiring. Trouble-free operation eliminates callbacks.



INSPECTORS welcome the over-*all* protection of these *full housepower* panels. All circuits are easy to identify. And one main disconnect for every 100 amps of service meets any code limitation.



HOME BUYERS get *full housepower,* safer electrical living and push-button convenience. They'll have *maximum* overall electrical protection and be prepared for future electrical demands.

Everybody profits with new Pushmatic panels

Here's over-all electrical protection . . . a powerful new selling feature, too!

Now your homes can have maximum *over-all* electrical protection —from point of service entrance to appliance cords. New Pushmatic® panels with main disconnects assure this protection... offer such important "extras" as push-button convenience and built-in capacity to meet future electrical needs. Nationally advertised in leading consumer magazines, Pushmatic Electri-Centers® pack real customer acceptance and appeal. What's more, they compare in price with ordinary panels. See your electrical contractor or BullDog field engineer. You'll find these new circuit-breaker panels loaded with advantages—*for everyone!* © BEPCO

BullDog Electric Products Company, Detroit 32, Michigan. • A Division of I-T-E Circuit Breaker Company. • *Export Division:* 13 East 40th St., New York 16, N.Y. *In Canada:* BullDog Electric Products Company (Canada), Ltd., 80 Clayson Rd., Toronto 15, Ontario.

IF IT'S NEW... IF IT'S DIFFERENT... IF IT'S BETTER... IT'S

BULLDOG

ELECTRIC PRODUCTS COMPANY

A DIVISION OF I-T-E CIRCUIT BREAKER COMPANY

A RŌ-WAY GARAGE DOOR SAYS: "this is a quality-built home!"



They drive up and stop—attracted by the smart lines of your model home and the colorful, high-style of the Ro-Way overhead type garage door. A short tour and they see that this beauty is backed by quality materials and workmanship. They're sold.

Look at the picture. You can see for yourself how the Ro-Way door sets off the charming lines of this home. And it's only one of Rowe's more than 40 Individualized Designs. Carved panels, applied rosettes, accent moldings and full-flush sections permit unlimited decorative combinations. And there's also a wide range of standard panel Ro-Way doors.

But that's only half the story. Behind this smart styling is rugged, engineered construction. In a Ro-Way door you get seasoned lumber with glued and steel-doweled mortise and tenon joints. You get ball bearing rollers and big, perfectly balanced springs for smooth, silent action. You get Taper-Tite track and Seal-A-Matic hinges for snug fit and easy opening. You get Parkerized and painted Rowe-fabricated hardware for sure protection from rust.

Install Ro-Way doors on all your homes. It will mark you as a careful craftsman . . . help sell your prospects . . . help keep them feeling they've made a good buy. See your Ro-Way distributor or write for full details.

ONLY A GARAGE OFFERS:

Complete Protection
Extra Storage Space
Finished Appearance
An Extra Room



there's a Rō-Way for every Doorway!

RESIDENTIAL • INDUSTRIAL • COMMERCIAL

Rō-Way
OVERHEAD TYPE DOORS

ROWE MANUFACTURING COMPANY
1186 Holton Street • Galesburg, Illinois



MASONS PREFER ATLAS MORTAR, contractors report. The dependability necessary in a building material is one reason builders, architects and mason contractors specify reliable Atlas Mortar Cement in their work.

Dependability where it counts with ATLAS* MORTAR Cement

- Quality-controlled manufacture of Atlas Mortar maintains high product standards and promotes uniform performance and appearance.
- Good workability characteristics are all-important in producing water-tight masonry walls.
- Field results consistently confirm that Atlas Mortar Cement produces excellent mortar workability and also gives high yields.

UNIVERSAL ATLAS CEMENTS

USS

*"ATLAS" MORTAR CEMENT is the registered trademark of the masonry cement manufactured by the Universal Atlas Cement Company.

M-63

UNIVERSAL ATLAS CEMENT COMPANY—member of the industrial family that serves the nation—**UNITED STATES STEEL**

OFFICES: *Albany • Birmingham • Boston • Chicago • Dayton • Kansas City • Milwaukee • Minneapolis • New York • Philadelphia • Pittsburgh • St. Louis • Waco*

"I always use Hako floor tile"

Hospital Director: "About thirty thousand pounds to the square foot every day, Mr. Builder. That's supposing a patient weighs 150 pounds."

Builder: "That's pretty rough treatment."

Hospital Director: "What kind of a floor will take a beating like that?"

Builder: "HAKO vinyl-asbestos . . . every time. There's no contest here."

Hospital Director: "How about cost? Don't forget our budget. We're non-profit you know!"

Builder: "It's the most economical type of flooring you can use. HAKO is manufactured to rigid specifications . . . designed to do a job in hospitals."

Hospital Director: "Why HAKO—won't any brand do?"

Builder: "Certainly not. I want you to be completely satisfied. I always use HAKO. It's high in quality—and low in cost! And HAKO has a tile for every job—asphalt tile or vinyl-asbestos—in a fine selection of colors and patterns."



HAKO BUILDING PRODUCTS

A DIVISION OF MASTIC TILE CORPORATION OF AMERICA

Houston, Tex. • Joliet, Ill. • Long Beach, Calif. • Newburgh, N.Y.

Asphalt Tile • Vinylflex • CorkAtile • Parquetry
Polykrome • Coronet Plastic Wall Tile

HAKO

Guaranteed by Good Housekeeping

HAKO Building Products, Dept. HB12, Box 986, Newburgh, New York

Please send me free samples and full information about HAKO Tile Flooring.

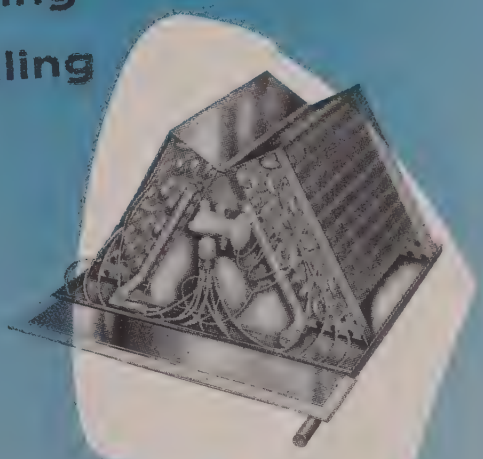
NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

now, adding Cooling

to Williamson Heating is as easy as installing a telephone!



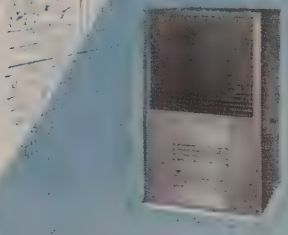
"A" Type
Plenum Coil

Yes, you can now delay that important "Yearound Air Conditioning" decision until your home is completed and your buyer decides whether he wants cooling added to his heating equipment immediately or not. Simply install a WILLIAMSON Warm Air Furnace with a cooling coil enclosure—the latter at practically no extra cost. When the buyer decides on cooling it can be added almost as simply as adding a telephone.

Remember, Williamson has a size and a type of central cooling unit and furnace to fit any size home you are building. No water required—no costly plumbing.

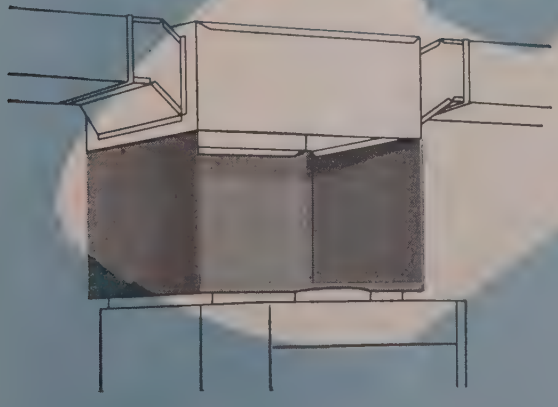
See our 12 page insert in SWEET'S Light Construction File.

WILLIAMSON



Outdoor Waterless
Refrigeration Condensing Unit
(for all Wethermatic units)

High Boy with
Cooling Coil Enclosure



THE WILLIAMSON COMPANY
3334-1-4 Madison Road, Cincinnati 9, Ohio

Send me further information on WILLIAMSON'S
Plan for adding Summer Cooling.

Builder
Name_____

Address_____

City_____ Zone____ State_____

HERE'S A NEW CONVENIENCE FOR THE HOMES YOU BUILD



Actual size illustration

it's today's easiest-to-read ROOM THERMOSTAT

Your prospects will like the extra convenience of this new Penn room thermostat because it has the largest, most easily read dial face. And, this dial face remains stationary . . . for easy readability . . . as you "dial the rim" to set the temperature.

Then, too, your prospects will like the compact size and beautiful, modern design that blends perfectly with any color scheme. And, for lasting satisfaction, they will like its efficiency in delivering the indoor comfort they want!

Once you see this new, better thermostat . . . for heating alone, for cooling only, or for combination heating-cooling systems . . . you'll want to use it in *all* the homes you build and sell!

did you know...

Penn automatic controls for heating and cooling have been selected by leading manufacturers for over 30 years. Investigate and you'll select them too! Ask your equipment manufacturer, wholesaler or write to Penn Controls, Inc.

PENN CONTROLS, INC. Goshen, Indiana

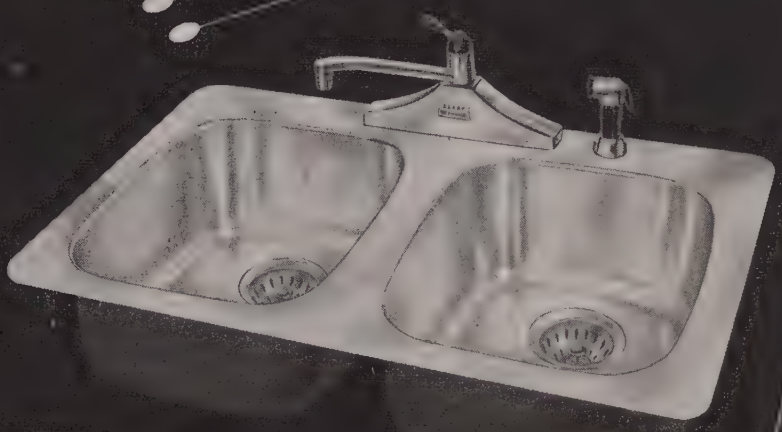
EXPORT DIVISION: 27 E. 38th ST., NEW YORK, N.Y.

AUTOMATIC CONTROLS FOR HEATING, REFRIGERATION, AIR CONDITIONING, GAS APPLIANCES, PUMPS, AIR COMPRESSORS, ENGINES

a century ahead of its time!

here NOW

ELKAY Design U-2000



MODEL HOME

money saving offer

Write or wire for details on special plan for your next model home promotion.

New low price line for every budget kitchen!
Ovalized design with sleek, uniform finish
now volume produced . . . breaks through the stainless steel
sink price barrier . . . brings you tomorrow's profits today.
Write or wire for record shattering low prices . . .
see it at your Plumbing Wholesaler now!

ELKAY
MANUFACTURING COMPANY
1874 South 54th Avenue, Chicago 50, Illinois

The World's Oldest and Largest Manufacturer of Stainless Steel Sinks . . . Since 1920

MASONITE



PEG-BOARD

PANELS AND FIXTURES

the "big-little" feature that sparks more sales!



"big"—in its appeal to home-seeking families. They're quick to see the convenience of Masonite® Peg-Board® panels and fixtures for handy vertical storage, for easy-to-change decorative walls. Big in its appeal for school buildings, stores, offices and factories, too.



"little"—in cost and application time. These sturdy, grainless panels are easy to cut and fit. Take all kinds of surface finishes beautifully.

see—your lumber dealer about the Peg-Board system for modern construction ideas. Six panel types, three thicknesses, six standard sizes. Over 75 fixtures. Or send the coupon now.

®Masonite Corporation—manufacturer of quality panel products.

MASONITE® PRODUCTS

MASONITE CORPORATION
Dept. HH-4, Box 777, Chicago 90, Ill.
Please tell me more about Peg-Board and other Masonite panels.

Name . . . . . .

Firm . . . . . .

Address . . . . . .

City . . . . . *State* . . . . . .

Zone . . . . . *County* . . . . . .

eclipse that solar heat with

Coleman®

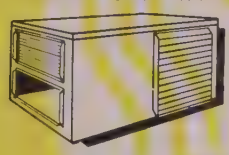
air conditioning

priced for every house under the sun

Adds more sales value than any other one feature you can put into your homes! Yet new low Coleman prices make it possible to build air conditioning into even low-cost project homes.

It's the most versatile cooling line ever offered to builders! Choice of packaged remote systems . . . or the revolutionary new Polar-Pak waterless self-contained system . . . one for every size and type heating system.

Coleman POLAR-PAK **All-new waterless self-contained system.**

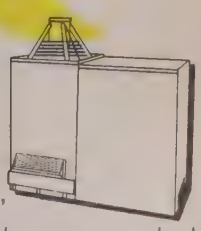


the ONLY unit of its kind that ventilates as well as cools! Installs anywhere indoors—or outdoors!

Choice of Remote Systems

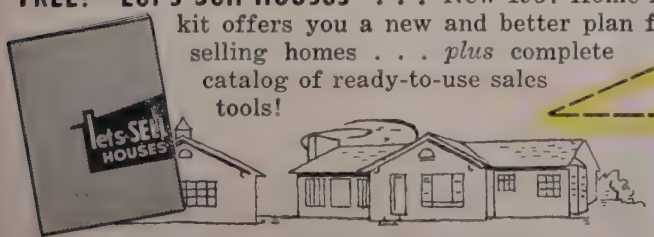


New economy AIR COOLED condenser. No plumbing.



Exclusive "AIR-MIST" finest condenser money can buy! **Proved** the most cooling power at LOWEST operating cost.

FREE! "Let's Sell Houses" . . . New 1957 Home Builders kit offers you a new and better plan for selling homes . . . *plus* complete catalog of ready-to-use sales tools!



The Coleman Company, Inc., Wichita 1, Kansas

The Coleman Company, Inc.
Dept. HH-74 Wichita 1, Kansas

Please rush me a free "Let's Sell Houses" kit . . . and complete specifications on Coleman air conditioning.

Name_____

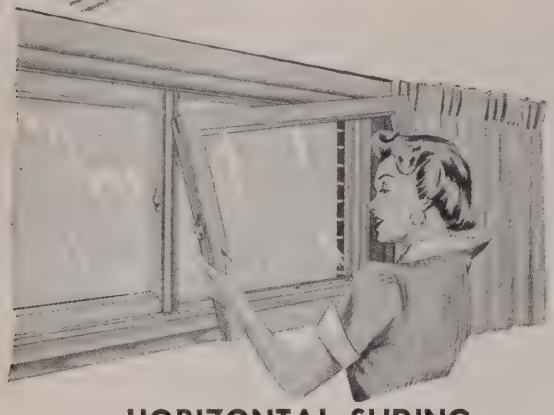
Firm Name_____

Address_____

City_____ Zone_____ State_____

Windsor Wood Window Units

4 types to suit your every need!



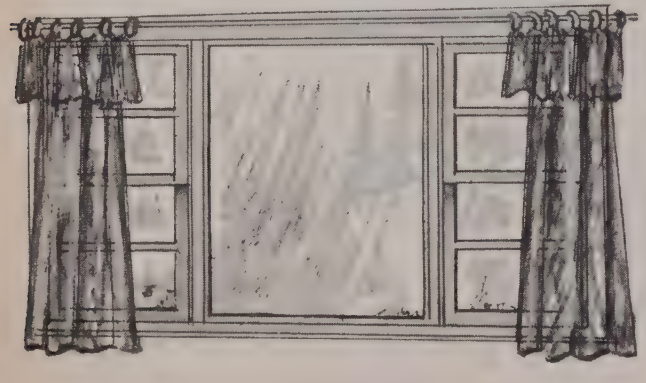
HORIZONTAL SLIDING

Windsor-Slide Horizontal Sliding Wood Window Units . . . provide the utmost in every desirable feature . . . *efficient, economical and modern in design.* Available in a wide range of sizes, suitable for frame or brick construction, the Windsor-Slide unit is ideal for new homes and may be used equally well in remodeling work. *Completely weatherstripped and furnished with all hardware!*



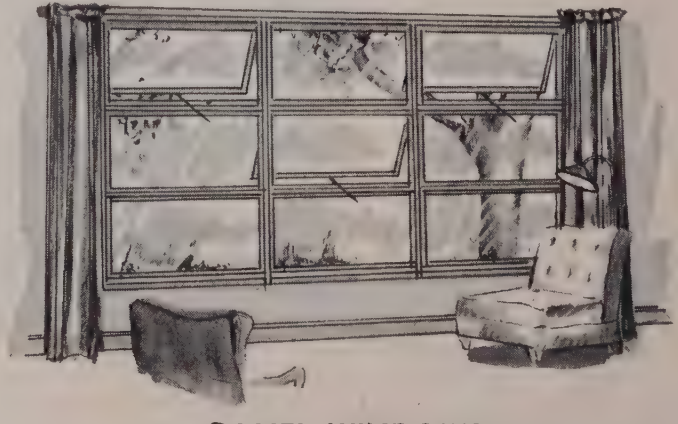
WINDSOR-GLIDE REMOVABLE UNITS

Windsor-Glide Removable Wood Window Units . . . give your homes that extra "sell"! Made of the very finest materials, all Windsor-Glide Units are completely set-up . . . *ready for instant installation!* A few of the Windsor-Glides' many features include Monarch anodized aluminum weatherstrip, Pullman overhead sash balances and all wood parts of Clear Ponderosa Pine . . . *toxic treated!*



WINDSOR ECONOMY UNITS

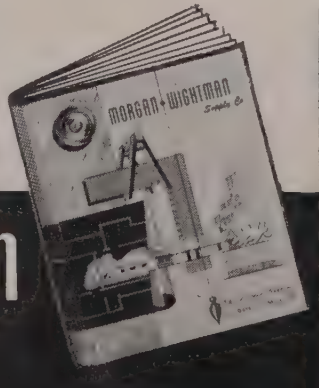
Windsor Economy Wood Window Units . . . are perfect for the moderately priced home, yet in appearance and quality are the equal of many more expensive wood windows! These units have pre-fitted windows, frames set-up, back puttied and hung in frame, as well as combination balance and weatherstrip installed . . . *Windsor Economy Units are completely assembled!*



PANEL WINDOWS

Windsor-Vent and Windsor-View . . . the greatest improvement in panel window units to date! Whether you are building or remodeling, you can enjoy a wide variety of window arrangements with these versatile units. Use them as singles, in ribbons, in stacks, in groups, or with other windows. All units have the hardware and weatherstrip installed . . . *aluminum-framed insulating panel and screen installed on all units!*

For further information on Windsor Wood Window Units send for our latest catalog. 156 pages filled with everything you need in building materials! *Please write on your company letterhead or supply information as to your connection with the building trade.*



MORGAN-WIGHTMAN

ST. LOUIS • CHICAGO

SEND NOW FOR OUR LATEST CATALOG
No Cost—No Obligation

Morgan-Wightman Supply Co., Dept. 32
1541 Salzman Ave., St. Louis 20, Mo.

Please rush me your new free catalog.

NAME_____

COMPANY_____

STREET ADDRESS_____

CITY_____ ZONE____ STATE_____

Quality They Can See...



The NEW Bermuda Roof of Follansbee Terne

A Bermuda roof of Follansbee Terne will give your houses a distinctive beauty that prospective buyers can see—a visible quality that sells its value!

If you would like more particulars about the Bermuda roof of Follansbee Terne, we will be happy to send you additional information about installation and cost. Other data also appears in the Architectural and Light Construction Files of Sweet's Catalog.

. . . . and a Terne Roof Will Sell Your Homes!

Normally, your prospective home buyers may not ask about the roof. But a Terne roof has a distinctive quality those buyers can see—and a feature you can sell.

They will be impressed to know that a Terne roof will last as long as the house stands . . . a Terne roof is fireproof, weathertight, windproof and can be painted any color, anytime, to harmonize with the house exterior. And if the house is air conditioned, a light-colored Terne roof will reflect more of the sun's heat than any other type of roof.

The beauty and serviceability of a Follansbee Terne roof is that added attraction that will help you sell your homes quickly.

Roofing and sheet metal contractors everywhere will install Follansbee Terne Roofs.

FOLLANSBEE

STEEL CORPORATION

FOLLANSBEE, WEST VIRGINIA

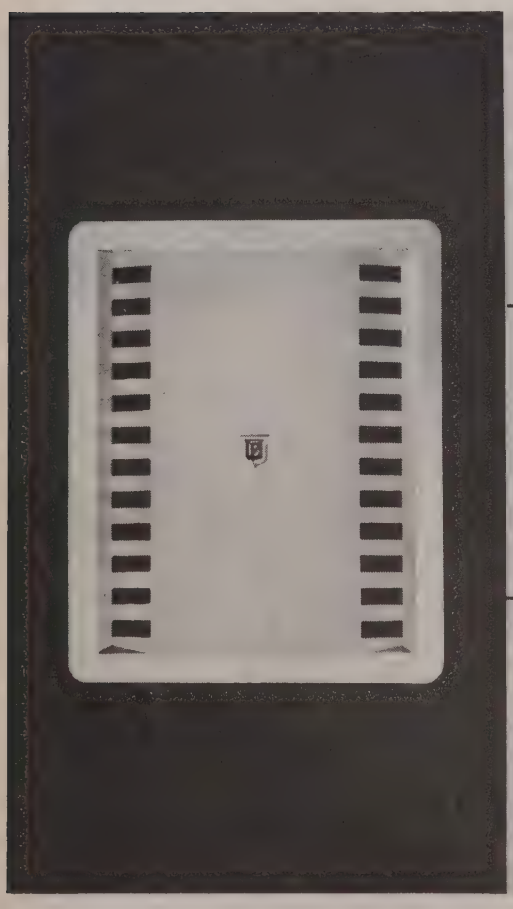
Terne Roofing • Cold Rolled Strip • Polished Blue Sheets and Coils

Sales Offices in Principal Cities

6 EDWARDS EXTRAS HELP SELL YOUR HOUSES

Edwards engineering skill has now made it possible to use a simple door chime for a variety of home signaling conveniences. The secret of this remarkable versatility is in the exclusive Edwards Vibrechord chime. Six variations now make it possible to use any Edwards Vibrechord chime to add important selling features to your homes. All this has been accomplished without any basic changes in the chime design or price. Inexpensive Edwards chimes still feature the miracle of functional design that enables them to blend with all decorating schemes from modern to traditional.

For full information see your Electric Wholesaler or write Dept. HH4, Edwards Company, Inc., Norwalk, Conn. (In Canada: Edwards of Canada, Ltd., Owen Sound, Ontario.)

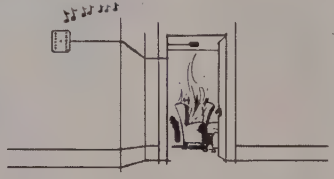


PRIVACY PROTECTOR



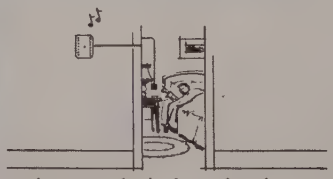
opening of door sounds any of 3 signals to alert family to unannounced arrivals and departures.

FIRE ALARM



automatic thermostats sound Vibrechord's continuous notes the moment a fire starts.

SICKROOM CALL



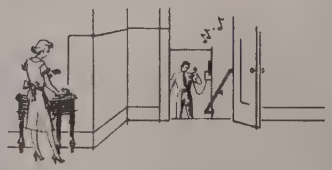
patient sounds single or double note coded signal with push button at bedside.

INTRUDER ALARM



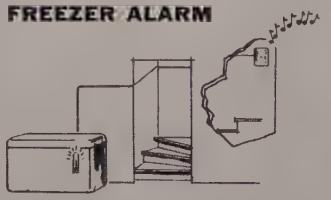
switch, handy to sleeping person sounds Vibrechord's continuous notes to ward off intruders.

TELEPHONE CODE CALL



push button next to main phone sounds pre-determined code to quietly call family members.

FREEZER ALARM



thermostat in freezer sets off continuous Vibrechord tone to warn of temperature rise.

Wiring diagrams and selling aids are available. Edwards also manufactures complete low-cost home fire alarm systems. Another big sales feature you can put in a home.

EDWARDS

Specialists in Signaling since 1872

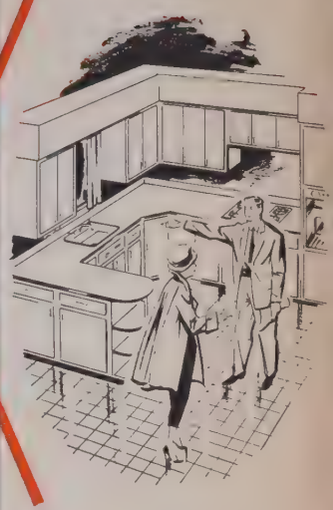
DESIGN...DEVELOPMENT...MANUFACTURE

FARLEY & LOETSCHER

BIRCH
Qualitybilt
CABINETS

Since 1875 . . . Complete Millwork Service





EASIEST WAY TO ADD *"Sell"* TO ANY HOME . . . QUALITYBILT BIRCH KITCHENS

It will be the star performer in your model home . . . this distinctive Qualitybilt Kitchen. Superb styling, incomparable quality, and the matchless beauty of fine Birch are blended into a kitchen any woman will love on sight! Famous Qualitybilt Kitchens, with their warmth and charm, add that built-in "luxury look" so important in model home promotion without the extra price tag you'd expect. You'll get maximum flexibility, too . . . over 110 designs and sizes are available.

Write, wire, or call for complete details and name of your nearest Qualitybilt distributor TODAY!



QUALITYBILT WOOD CASEMENTS

Don't overlook the selling advantages of Qualitybilt Wood Casements for every room in the home. Prospects like their slim, modern lines, ease of operation, and thorough insulation. Completely weatherstripped . . . toxic treated for long life.

F&L
Qualitybilt
WOODWORK

FARLEY & LOETSCHER

Manufacturing Company • DUBUQUE, IOWA

ENTRANCES · DOORS · FRAMES · SASH · BLINDS · CASEMENTS · SLIDING DOORS · SCREENS · COMBINATION DOORS
STORM SASH · GARAGE DOORS · MOULDINGS · INTERIOR TRIM · SASH UNITS · LOUVERS
KITCHEN CABINET UNITS · CABINET WORK · STAIRWORK · DISAPPEARING STAIRS · "FARLITE" LAMINATED PLASTICS



Whole-house heating and cooling by **WORTHINGTON**

Complete line of compatible equipment gives home buyers their choice of summer air conditioning now . . . or later!

Profit-minded builders today plan their houses with air conditioning in mind. Proper insulation, duct work, louvre placement *and especially* Worthington equipment are priority items. The reason: Worthington air conditioning and warm air furnaces are designed to work together. For example, a Worthington Flexi-Cool condenser and cooling coil can be installed with a Worthington warm air furnace to provide year-round comfort.

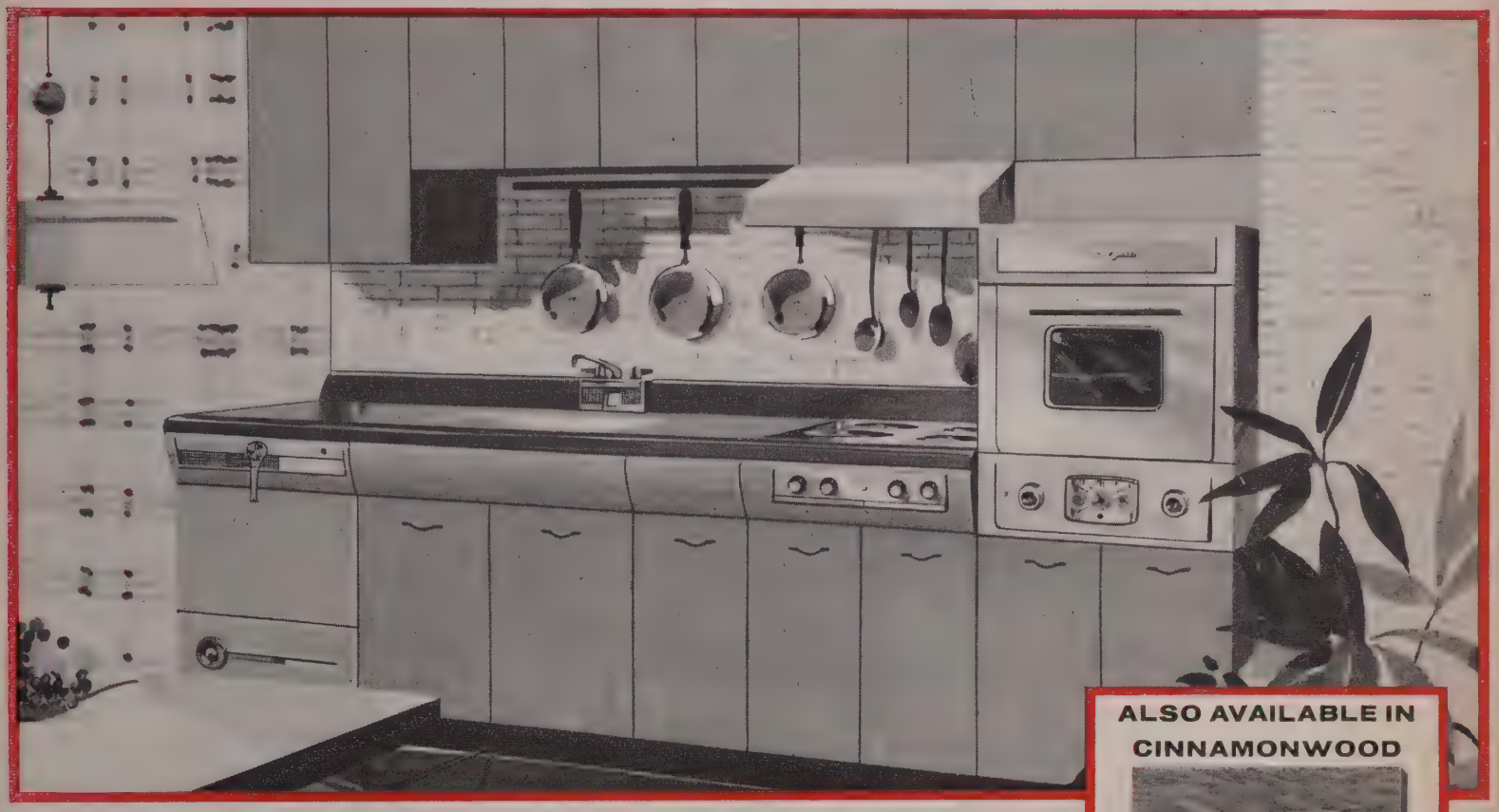
If your customers wish, a Worthington warm air furnace can be installed by itself—and air conditioning equipment added later on. Why not start your planning now. Talk to a Climate Man for facts on the complete Worthington line. There's a type and size for every house—and for every region of the country. Phone your Worthington dealer—you'll find him listed in the yellow pages. Or write: Worthington Corporation, Dept. AC, Harrison, New Jersey. A7.33



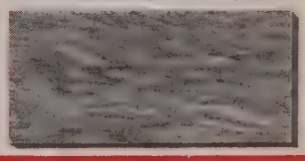
Star of the Shows!

American Kitchens' sensational new

WOODHUES



ALSO AVAILABLE IN CINNAMONWOOD



NEW! THE "WOODHUES" HONEYWOOD KITCHEN—American Kitchens now offers two great house-selling combinations! A beautiful blend of new Bermuda Beige lifetime finish on durable steel frame, with wall and base cabinet doors in harmonizing Honeywood (shown above) or Cinnamonwood.

AND NOW "WOODHUES" ARE AVAILABLE TO BUILDERS AT A SURPRISINGLY MODEST PRICE!

Most exciting home-selling salesmen since American Kitchens' famous "Pioneer"! Priced surprisingly low for a product so fine! That's what builders everywhere are saying about these fabulous new "Woodhues," and no wonder!

Created to help you sell more homes faster, "Woodhues" are an eye-pleasing combination of Bermuda Beige lifetime finish on steel, with harmonizing Honeywood or Cinnamonwood doors, a full ¾" thick on *both* wall and base cabinets! Counter-tops in nine fashionable new Formica colors. And no mix-or-match color problems with "Woodhues"!

Especially easy to install, "Woodhues" add remarkably little to your costs. Plenty of sensational new features, too. Exclusive adjustable sliding drawer shelves in *all* base cabinets! Exclusive new convertible chrome faucets! Versatile drop-in sink cabinets in 30" and 36" widths!

Check the many advantages that new "Woodhues" can give you now! Get the edge in today's competitive market with "Woodhues" and its powerful built-in salesmanship. American Kitchens are also available in "Pioneer" of birch, copper and steel, and ever-popular White. Mail the coupon today!

American Kitchens

DIVISION AVCO CONNERSVILLE, INDIANA

Roll-o-matic Dishwasher-Dryers • Roto-Tray Dishwasher-Dryers
Kitchen Cabinets • Food Waste Disposers • Built-in Ranges, Ovens
Also distributed in Canada by Moffats, Ltd., AVCO Mfg. Corp.

SELL MORE HOMES FASTER!

American Kitchens, Dept. HH-457
Connersville, Indiana

☐ I'd like to have "no obligation" quotation on my next kitchen.
☐ Please send me your new Architects' and Builders' File.

Name_____

Address_____

City_____ Zone____ State_____

Factory-built masonry chimney saves you time, money and space

Problem: Rising construction costs and increasing competition in the new home market — need for money-saving building components to keep selling prices of new homes in line without sacrificing quality. *One Solution:* Install the Van-Packer Factory-Built Masonry Chimney instead of conventional brick.

Many builders have discovered that the Van-Packer gives their homes all the beauty, safety and permanence of masonry at a savings of up to 40% per chimney. With Van-Packer there are no job delays, the chimney is installed in 3 man-hours or less anytime during construction. There is no need for a brick pier or special framing.

In red, buff or white brick color, the Van-Packer brick-design panel housing harmonizes perfectly with the exterior color scheme of your homes. Acidproof 5/8" fire clay tile lining, 3" vermiculite-concrete insulating wall and asbestos-cement jacket provide complete protection and durability.

Ceiling or floor suspended, the Van-Packer saves valuable floor space and permits the furnace to be located anywhere to better fit in with your floor plan. Independent laboratory tests prove the Van-Packer provides greater draft than an 8" x 12" tile-lined brick chimney.

Immediate delivery to your job site from your local heating or building material jobber or dealer. See "Chimneys—Prefabricated" in Yellow Pages, or write Van-Packer for Bulletin RS-1-19

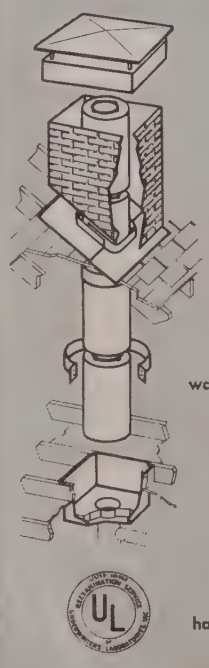
Van-Packer
FACTORY-BUILT MASONRY
Chimney

Van-Packer Company
Division of The Flintkote Company
P. O. Box No. 306, Bettendorf, Iowa
Phone: 5-2621

Also Manufacturers of
Van-Packer Fire Clay Tile Gas Vent



Completely packaged Van-Packer Chimney goes up in 3 man hours or less.



Snap-on housing cap

Brick-design panel housing in red, buff or white Adjustable aluminum flashing

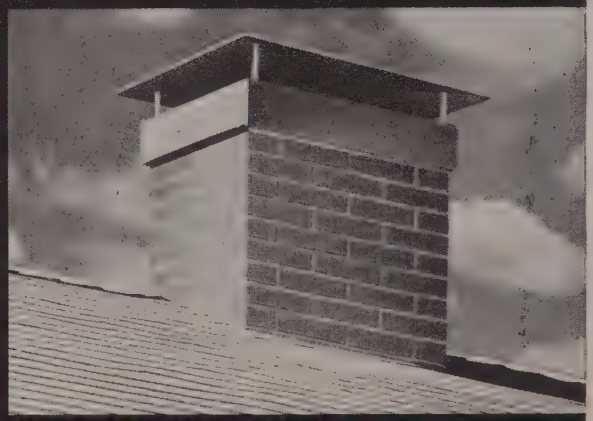
7" I.D. flue sections of 2100°F. 5/8" fire clay tile liner, 3" vermiculite concrete insulating wall, asbestos-cement jacket.

Section joints sealed with acidproof cement.

Drawband reinforces each section joint.

Support assembly has 4X safety factor—eliminates pier.

UL listed for all fuels, all home heating plants and incinerators, approved by major building codes.



Attractive brick-design panel housing assures home buyer acceptance.

Van-Packer chimney housing in red, buff or white to blend with any home.





Let your lumber dealer show you how the

Ponderosa Pine WOODWORK Package

makes houses EASIER to build... EASIER to sell!



Your lumber dealer can show you how to make substantial savings in time and effort by using the Ponderosa Pine Woodwork Package. You get one-stop purchasing and billing . . . delivery of items on the job site when you need them . . . and no personal inventory, delivery or quantity problems to worry about . . . all this makes houses easier to build.

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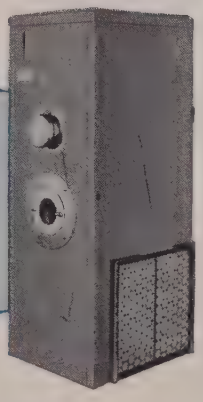
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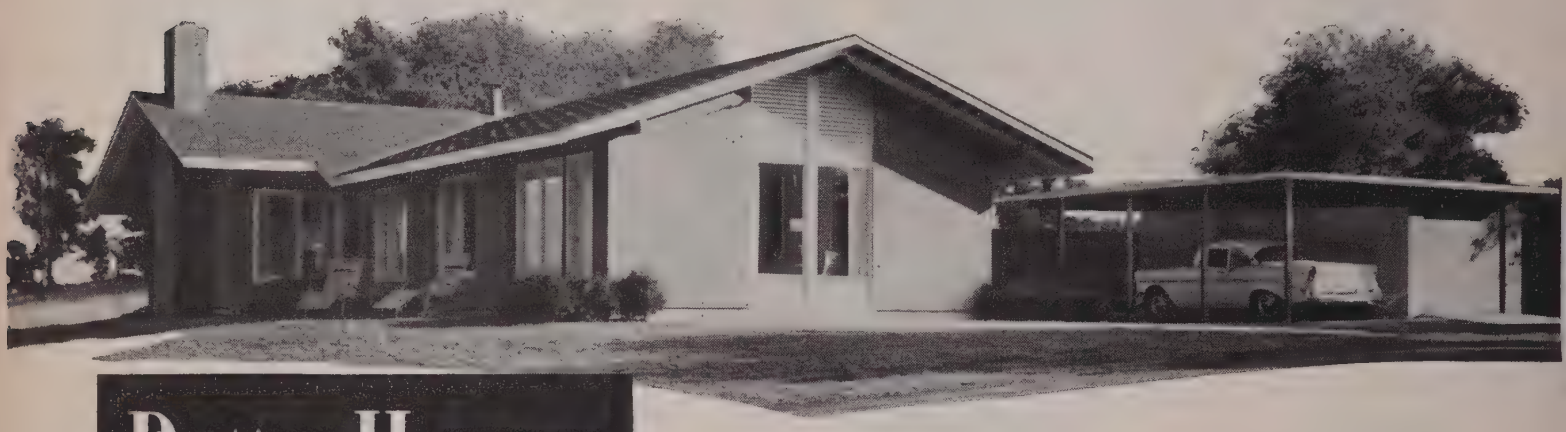
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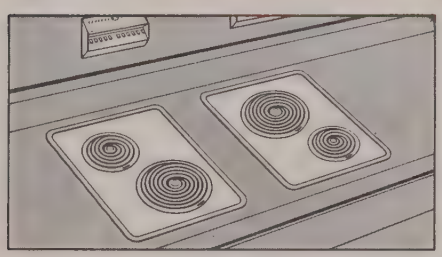
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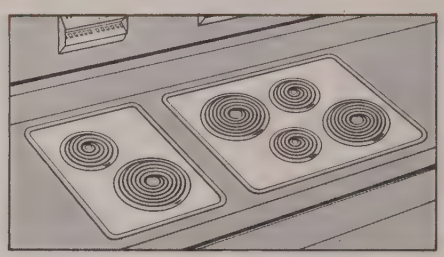
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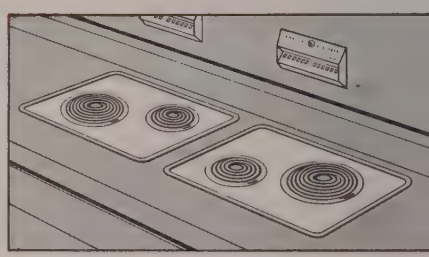
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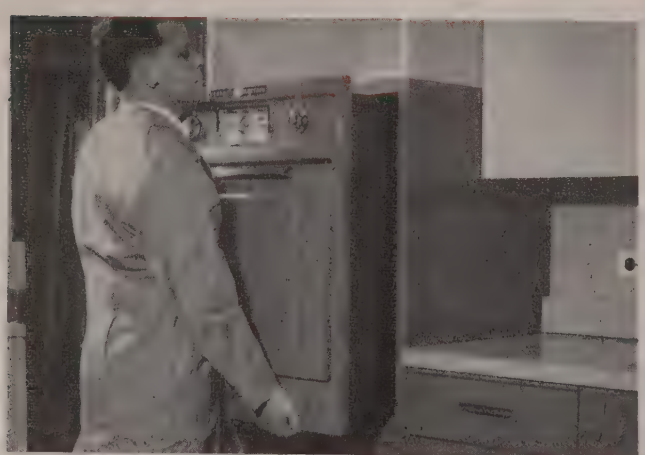


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ROUNDUP

THIS MONTH'S NEWS

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Capehart Act military housing halted as economy move

The administration's budget-tightening moves are hitting housing programs. The first cutback struck Capehart Act military housing. The White House ordered the armed services to schedule no more projects. It also directed Pentagon officials to re-screen projects already approved but not yet under contract and assign priorities.

Affected are 82,884 Capehart units in 208 projects. As of the first of March 8,026 units in 19 projects had been placed under contract.

HHFA chops budget request 16.6%; renewal cut heavily

HHFA will ask Congress to slash its obligational authority in fiscal 1957-58 from $1.2 billion to $1 billion—a whopping 16.6%.

The biggest cutback, Administrator Albert M. Cole disclosed at mid-month, would involve Fanny May special support mortgages (urban renewal, co-ops, rehabilitation and military housing). Ikemen will ask only $150 million instead of the $250 million in President Eisenhower's January budget. This cut is offset somewhat by a request to shift $100 million of unused authority from FNMA's unsuccessful 20% mortgage participation plan into the special support fund.

Biggest actual cash reduction will hit urban renewal. HHFA is paring down its request for capital grant authorizations by $75 million—from $250 to $175 million. Much of the requested authorization would not have been used in fiscal 1958 anyway—so that the actual saving is somewhat less than the figures would indicate. Cole said UR projects of "great size" will undergo sharpest scrutiny in the future. He apparently referred to projects like New York City's controversial Lincoln Square, which would involve $39 million of federal contribution. He noted that the reduction will have no effect on projects which have already been committed.

College housing loans would be cut $25 million, from $175 to $150 million, under administration plans. And Ikemen will again ask Congress to enact a "more realistic" 3¼% interest rate formula to replace the existing sub-market rate of 2⅝%. (Mortgage bankers and the US Chamber of Commerce want the program abolished entirely. See p. 40.)

Mortgage discounts drop a little as money eases

Money has now eased up enough so discounts on FHAs and VAs are starting to drop after months of growing steadily tighter (see p. 49). So far, the price movement is unspectacular. And there is nothing on the financial horizon to suggest that VA 4½s will bounce back to anywhere near par. The West Coast market hovers around 91-92, but is shading toward the top side. The big reason for better prices: starts are off so much that East Coast mutual savings banks—the bargain hunters of the inter-state mortgage trade—are worrying lest there soon be too few deep-discount loans to boost their portfolio yields. So they are buying actively, while the low prices last.

FHA aims at uniform sales-cost allowance

FHA is readying a new regulation on sales cost allowances in valuations. Its purpose: more uniform allowances and more in line with builders' actual costs. Allowances now vary from 2% to 5% in FHA's 75 district offices (few allow a full 5%). Plans call for the order to instruct offices to compute sales allowances on the value of the finished job—land and house. Computations now are based on value of the improvements only.

Can Ikemen find a substitute for public housing?

How to get rid of public housing is a problem that annoys and baffles the Eisenhower administration. Many an official agrees with NAHB's view that subsidized housing is outmoded in today's full employment economy of rising incomes. "But," says one Washington insider, "it's a social rather than an economic problem. And because of the sociological and political angles, nobody has the guts to stand up and fight." (For a notable exception, see p. 65).

When the Housing Act of 1954 created urban renewal, some GOP leaders hoped it would provide a popular substitute for millions of dollars of federal housing subsidy to maintain low rent quarters. But now, as Public Housing Commissioner Charles Slusser has discovered, some housing authorities are using renewal as an excuse to inflate local public housing programs needlessly. Former Deputy HHFAdministrator William McKenna of Los Angeles came back to Washington briefly to study and suggest how to pep up renewal programs. He wound up offering suggestions for better coordination.

NEWS continued on p. 40

Kit full of hard-hitting help

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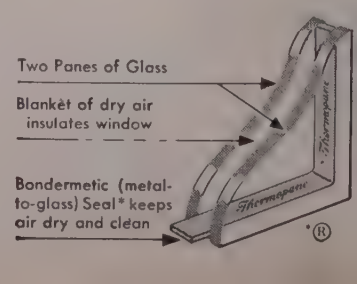
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continued from p. 37

HOUSING POLICY:

If not 5% VA interest, what? Answers may come this month

It is "simply unbelievable," said Treasury Undersecretary Randolph Burgess last month, how hard it is to persuade Congress to boost VA's politically frozen 4½% interest rate.

Raising the rate, he observed mildly, is something "everybody knows ought to be done."

He might have added—everybody but an important segment of influential Congressmen.

As the interest rate issue headed for a showdown on the floor of the House after this issue of House & Home went to press, odds seemed to favor defeat for an expected Republican effort to hitch a 5% rate to Rep. Olin E. Teague's bill bosting direct VA lending.

The shape of this year's home building could well hang on the outcome of the House vote.

If Congress votes to keep VAs pegged at 4½%, then chances improve for liberalization of FHA down payments. If Congress boosts the VA rate, Capitol Hill veterans are betting that it is unlikely FHA terms will be eased—certainly not without several months more of palaver.

A lot of mortgage men now would like to see the VA rate left frozen at 4½%—so the VA program will die.

Says W. A. Clarke of Philadelphia: "The proposal to increase VA interest to 5% is only picking at the problem. It would still leave us with the fixed interest rate and the money market moves faster than Congress. Put VA at 5% and you'd still find the same old trouble of non-flexibility."

Congress has had ample notice from other experts—including VA brass—that VA loans will vanish from the scene if the rate stays at 4½%. Dime Savings Bank of Brooklyn has warned it may "withdraw the approximately $100 million we have outstanding in advance VA commitments" if the VA rate stays pegged. Life insurance company spokesmen have promised Congress they will again make VA loans if the rate goes up to 5%. Life companies provide about a quarter of all VA loans, one-third of FHA loans.

Alternate "wild man" schemes for feeding mortgage money into the nation's credit structure horrify both lenders and administration money managers.

The Treasury's Burgess has warned Congress twice that he will urge the President to veto proposed legislation to tap the National Service Life Insurance fund to provide GI mortgage money. Such a move would force the Treasury to borrow money to pay off the government bonds now held by NSLI. So, he says, it would be "inflationary."

Boosting Fanny May operations (as NAHB urges) or hiking VA direct lending (as some Congressmen urge) will not work, either, warns the Federal Reserve Board. Says Winfield W. Riefler, assistant to the chairman: "None of these proposals operates to encourage new savings, i.e. to increase the total flow of funds from which all demands for long-term investment must be met. All three [including NSLI tapping] require the government to borrow in the market more than it would otherwise borrow. This would not only be inflationary but would tend to raise market rates of interest further and thus increase the barrier that is already impeding the flow of private investment into VA mortgages. . . . In the end . . . the government would have assumed large additional responsibilities without restoring the market for VA mortgages."

A fourth possibility for retaining veterans' preference without requiring Congress to commit the theoretical sin of voting to raise GI interest still rates as a sleeper.

This would involve setting up some sort of veterans section under FHA, or perhaps having VA pay the FHA insurance premium for veteran buyers. Chairman Albert Rains (D, Ala.) of the House housing subcommittee has dropped many a hint during housing bill hearings that he leans toward such a scheme. VA officials, whose jobs might be at stake, oppose it. Benefits Chief Ralph Stone insists it would cost VA $600 per loan to pay a veteran's FHA insurance vs. $36 for VA processing. But this takes no account of the cost of making good VA defaults, which is borne by the Treasury.

Veteran-loans under FHA at half the regular down payments is suggested by Mortgage Banker William A. Marcus of San Francisco.

Administration joins the clamor to cut FHA terms

The Administration's plan to cut FHA down payments shows earmarks of compromise.

It was proposed, in part, in the hope of heading off "wild man" housing schemes in Congress (see above).

But it is by far the mildest of three pending plans to liberalize FHA terms (see table, next page). All the administration wants is standby power to cut FHA down payments to 4% on the first $10,000, 15% on the next $6,000 and 30% on the next $4,000 up to a $20,000 insurable loan limit.

This would have the effect of slicing FHA down payments on a $12,000 house from $1,440 to $700. On a $15,000 house, they would fall from $2,250 to $1,150, and on a $20,000 house from $3,600 to $2,500. On everything from $25,000 up there would be no change—but that market is almost all conventionally financed anyway (because FHA terms are no advantage).

Similar proposals by Reps. Olin E. Teague (D, Tex.), chairman of the House veterans committee, and William H. Ayres (R, Ohio) would cut down payments much more—so much, in fact, that it is doubtful whether many lenders would lend on such terms even if the law lets them.

H&H staff



HHFA'S COLE, FHA'S MASON

A new bird in the bush to aid housing?

HHFAdministrator Cole, disclosing the administration's plan to the House subcommittee on housing, was at pains to call it "not inflationary." Said he: "Lower down payments are not an important counter-cyclical device."

Or are they? A few moments later Cole confessed: "We would not put them [lower down payments] into effect until July 1958 [when VA for World War 2 veterans expires] . . . unless the economic situation warranted."

Asked Chairman Albert M. Rains (D, Ala.): "Then why bring it up now?"

COLE: "Builders plans must be made long ahead. It will have a steadying influence on the market if they know this year what the situation will be next year."

REP. HUGH J. (ADDONIZIO (D, N. J.): "If Congress won't raise VA rates, would you cut down payments now?"

COLE: "In my judgment, we would. But that's not a binding statement."

ADDONIZIO: "Then how about cutting the 2% extra off . . ."

COLE: "We've considered it. We're not doing it now. We believe if we remove the 2% on FHA, we would think it proper to remove 2% from VA down payments. We are reluctant to take this step because the Administration believes everyone should make *some* down payment."

NAHB's George Goodyear, following Cole to the witness chair a day later, made it clear builders think they need a bird in the hand, not one in the bush. He cried that the Administration "is not going far enough or fast enough" to help builders. He repeated NAHB's pitch (March, News) for 1) lower FHA down payments immediately, 2) boosting VA interest to 5%, 3) a $2½ billion shot in the arm for FNMA's secondary market operation *plus* $2 billion for special assistance purchases (at 99) for everywhere where 4½% and 5% money costs a lot more than that, 4) conversion of FNMA into a central mortgage bank with control over VA and FHA interest rates.

Goodyear also threw in requests that the maximum FNMA mortgage purchase price of $15,000 be repealed, and that cost limits on homes financed under FHA Sec. 221 be boosted to $12,500 from $9,000 ($10,000 in high cost areas).

Needled Rep. Addonizio: "Do you people really feel you need all this or are you trying to do what bureaucrats do and ask for more because you know you're going to be cut down?"

Cost limits boosted for some FHA 220 projects

Congress has boosted the cost limits for some FHA Sec. 220 renewal projects.

A technical amendment added to the Fanny May extender (see p. 49) lets all projects in designated high cost areas cost up to $1,000 more *per room*. Previously, FHA had ruled, the 1956 law let the $1,000 per room higher cost limit only apply to projects with an average of four or more rooms per unit. Projects with less than four rooms per unit were able to get only $1,000 more *per unit*.

The interpretation had threatened to stymie major renewal projects in Washington and Detroit. Basic mortgage limits for 220 elevator apartments: $2,700 per room per unit where the average number of rooms is four or more, $8,400 per unit if average number of rooms is less than four. For walkups: $2,250 per room or $8,100 per unit for small units.

FHA eases cash equity rules for rental housing

FHA is trying to sweeten its rental housing programs for the benefit of builders.

Commissioner Norman Mason told the House housing subcommittee that FHA will now let a builder take his required 3% cash equity out of a project in three years. Heretofore builders have had to leave their equity locked up in the project for the full life of the mortgage. Though FHA made this concession with the hope of spurring some activity in the lagging 220 program, the rule applies to all FHA rental housing programs.

Another rule change drew less applause from builders. Mason told the committee that 207 rental projects are now eligible for FNMA standby commitments. The drawback: standby price is only 93 *vs.* 99 on rental projects eligible for FNMA special assistance.

FHA defers down payment

FHA has amended Sec. 221 (relocation housing) to let buyers defer down payments.

The law allows a 100% mortgage under Sec. 221, but buyers must pay a minimum $200 down. (This may include closing costs.) The amendment now gives buyers 18 months (through installment contract or lease-option) to pay after moving into the home (even more if a valid

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HOW PROPOSALS TO CUT FHA DOWN PAYMENTS COMPARE WITH PRESENT RULES

FHA VALUE	PRESENT LAW[1]	SCHEDULE IN EFFECT[2]	AYRES BILL[3]	TEAGUE BILL[4]	ADMINISTRATION PROPOSAL[5]
$ 5,000	$ 250	$ 250	$ 100	$ 100	$ 200
6,000	300	300	120	120	240
7,000	350	350	140	140	280
8,000	400	400	160	160	320
9,000	450	450	180	180	360
10,000	700	900	200	200	400
11,000	950	1,170	280	280	550
12,000	1,200	1,440	360	360	700
13,000	1,450	1,710	440	440	850
14,000	1,700	1,980	520	520	1,000
15,000	1,950	2,250	600	600	1,150
16,000	2,200	2,520	850	850	1,300
17,000	2,450	2,790	1,100	1,100	1,600
18,000	2,700	3,060	1,350	1,350	1,900
19,000	2,950	3,330	1,600	1,600	2,200
20,000	3,200	3,600	1,850	1,850	2,500
21,000	3,450	3,870	2,100	2,200	2,800
22,000	3,700	4,140	2,350	2,550	3,100
23,000	3,950	4,410	2,600	2,900	3,400
24,000	4,200	4,680	2,850	3,250	4,000
25,000	5,000	5,000	3,100	3,600	5,000
26,000	6,000	6,000	3,350	3,950	6,000
27,000	7,000	7,000	3,600	4,300	7,000
28,000	8,000	8,000	3,850	4,650	8,000
29,000	9,000	9,000	4,000	5,000	9,000
30,000	10,000	10,000	5,000	5,350	10,000

NOTES:

1. 95% of $9,000 value plus 75% of excess; maximum mortgage $20,000.
2. 95% of value up to $9,000; 93% of first $9,000 plus 73% of excess for values over $9,000; maximum mortgage $20,000.
3. 98% of $10,000 value; plus 92% of next $5,000; plus 75% of excess; maximum mortgage $25,000.
4. 98% of $10,000 value; plus 92% of next $5,000; plus 75% of next $5,000; plus 65% of the excess; maximum mortgage $30,000.
5. 96% of $10,000 value; plus 85% of next $6,000; plus 70% of excess; maximum mortgage $20,000 (for 1- and 2-family houses).

how to keep 2000 homes dry for life!



This is Kendall Park at Franklin Park, New Jersey. Here 2000 slab-type homes are under construction—300 completed. All have VISQUEEN film under the slab to assure life-long freedom from moisture-generated ills. Herbert Kendall, and his chief superintendent heading the project, Ed Ludlow, cement contractor agree that there is no moisture barrier as effective as VISQUEEN, and at such low cost. "Delighted" is the consensus and they keep right on with VISQUEEN.





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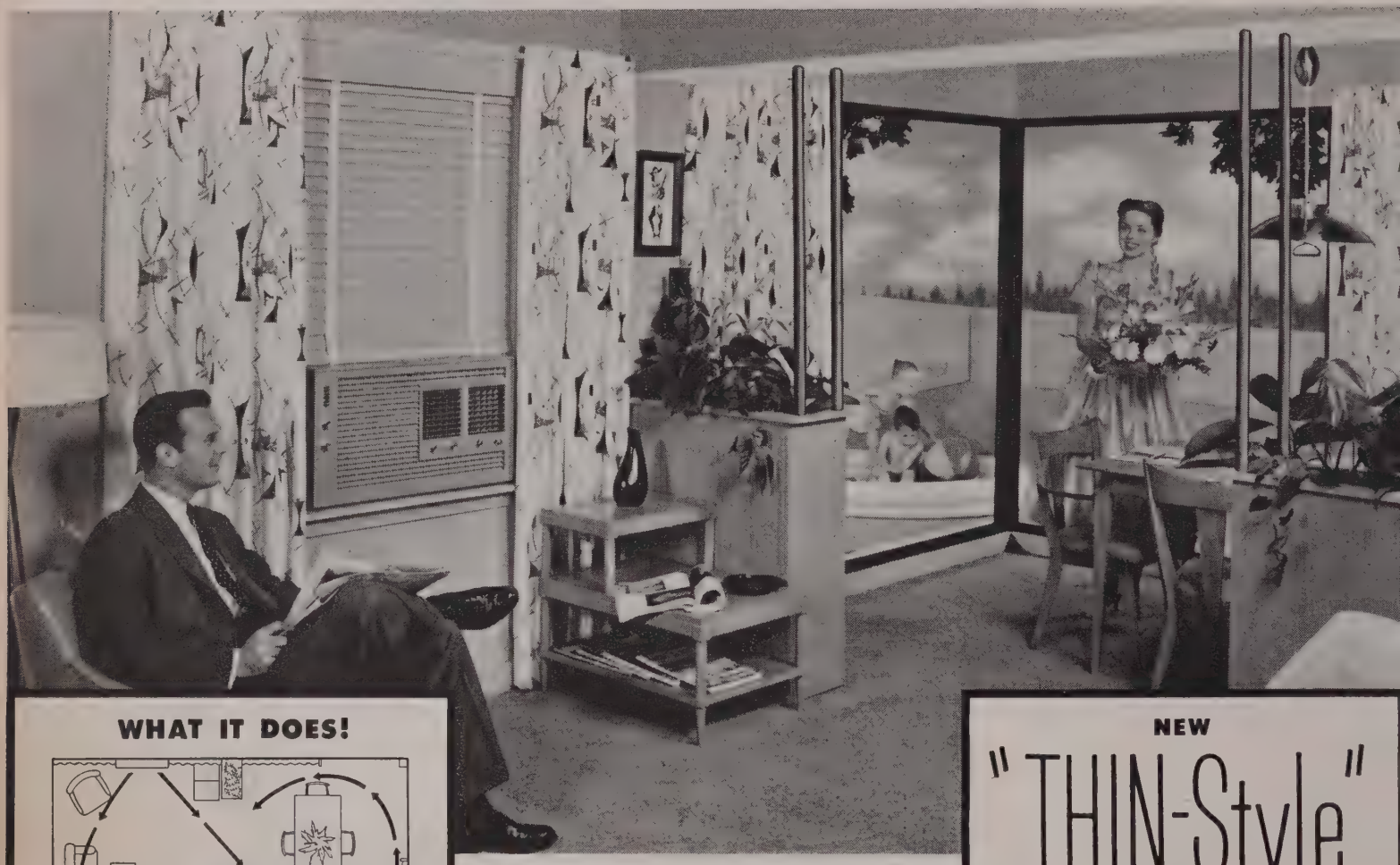
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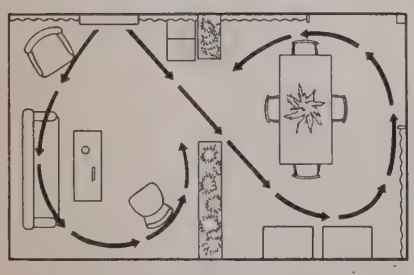
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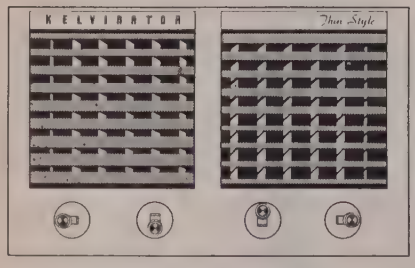


WHAT IT DOES!



The cold air stream from the left-hand louvers can be directed into the living room while the right hand air stream is poured into the room beyond.

HOW IT WORKS!



Horizontal louvers (grey) rotate up or down to direct either or both streams of air at the height desired.

Vertical louvers (white) can be rotated to focus streams of air far to left or right.

Kelvinator's are the first and only air conditioners that effectively utilize the full cooling capacity of air conditioners. Now, cool two rooms with one air conditioner.

Shells, cover plates and interior mounting flanges for all "THIN-Style" models are packaged and shipped separately and Kelvinator shells have built-in lintels.

Kelvinator brings you 10 new 1957 models from ¾ H.P. to 2 H.P., including:

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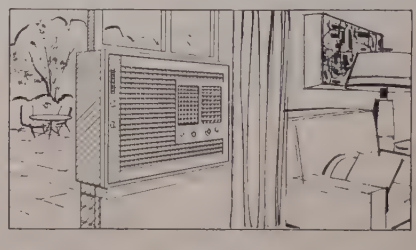
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NEW

"THIN-Style"

MODELS
With TWO-DIRECTIONAL COOLING

INSTALL IN THE WINDOW



OR THROUGH THE WALL



continued from p. 41

reason is given). The buyer's credit must be cleared by FHA before he moves in.

It is the first deferred payment plan ever approved by FHA. FHA officials say the low income families which need the 221 homes might have trouble getting up the $200. (Maximum mortgage under 221 is $9,000—and in high cost areas $10,000.)

Community Facilities:

Jersey court rules against exorbitant building fees

New Jersey home builders have won the final battle in their fight against exorbitant building permit fees.

The State Supreme Court has upheld a Superior Court ruling of last summer (July '56, News) and struck down a fee schedule of the Borough of Point Pleasant. The high court held that the real purpose of the increased fees was to raise money for functions of government other than the building department. The New Jersey constitution provides revenue be raised by taxation only.

Borough officials conceded in statements to the court that they had hoped to help defray the rising cost of government and education with the additional building fees.

The illegal fee schedule set a charge on houses of 25¢ per sq. ft. with a minimum of $200 per house. On one typical $12,000 house the fee increased from $18 to $262.

Alexander Feinberg, attorney for the New Jersey builders, says "at least three" other New Jersey communities have put such fee schedules into effect. "All are now illegal," he says. "We will knock them out one by one if they are not repealed voluntarily."

Milwaukee builders seek stiffer planning laws

Upzoning is giving Milwaukee builders so much grief they have decided to press for compulsory land planning legislation "with teeth in it." They want:

- A master land use plan for Milwaukee County which individual communities would be required to follow.
- A land platting law uniform throughout the county.
- A uniform county-wide building code.

Unless the state makes it feasible for Milwaukeeans to have a master plan, says Joseph J. Mollica, association president, new homes will be fewer and costlier. Only 4,975 lots were recorded in the county in 1956, compared with 7,447 in 1955, he notes.

"It is these zoning ordinances that are doing it [causing the decline] as far as we can determine," Mollica says. "We are trying to do something that should have been done years ago. The fact that there has been no overall planning for this county has been costing it millions and millions of dollars."

One new ordinance that irks builders has been adopted by Franklin (pop. 6,519). It says, among other things, that subdividers must set aside 5% of a tract for public purposes and pay $500 a house if existing school facilities are not adequate.

State laws adopted in 1955 let the governor appoint regional planning commissions at the request of counties. But any plans the commissions make would not be binding on individual towns. Builders want no leeway for localities to impose stiffer requirements.

Mollica notes that county officials have accused developers of trying to gouge public agencies which wanted to buy tracts for parks or other uses. "If we had a master plan," he says, "they'd be able to buy up the land when it's still reasonably priced."

BRAB, in new FHA study, tells how to skip grade boards in septic fields

The experts have finally agreed to something about septic tank systems that thousands of builders have long contended: FHA should relax its requirement that staked grade boards be used in absorption trenches.

FHA suspected as much itself and asked Building Research Advisory Board for a report. Says BRAB: use of grades boards is merely one of half a dozen safe methods to establish a desired grade for 1′ tiles in distribution lines.

BRAB goes even further. It advises against grade boards for use with long-length pipe, and suggests that grade boards might be one of the poorer methods even with ordinary short tiles. Reason: workmen must walk in trenches to stake and nail grade boards, and this compacts the underlying soil. Moreover, grade boards are likely to rot and warp. When this occurs the tiles may later settle unevenly.

The study is one of four being undertaken by BRAB technicians (aided by some of the nation's leading engineering experts) under a $42,000 contract with FHA. This forms one of the most important parts of FHA's technical studies program for which Congress appropriated $300,000 last year.

BRAB's report questions whether FHA should worry over precise alignment of tiles. Says BRAB's special advisory committee: "Since both the pipe line and the trench bottom serve a distributive function, the emphasis on an exact grade and accurate alignment of the line is believed to be overemphasized."

How else (besides grade boards) can a correct grade (preferably 2″ to 4″ per 100′) be assured? BRAB suggests these:

1. Batter boards erected above the trench, with a cord or wire stretched across the boards to define a desired line and grade.
2. Grade stakes set in trench bottom and aggregate filled evenly to stake tops.
3. Aggregate simply leveled to desired grade with long straight-edge and level.
4. Sight rod and grade-string used as a guide in setting the pipe line.
5. Grade string set taut in the trench with attached level, after aggregate has been placed to required depth.

Any of these methods will prove safe, the report insists, if carefully practiced. BRAB says FHA inspectors should check grades of trench bottom and tile line with transit levels and grade rods. This should be done when pipe is in place and aggregate placed around, but not above, the pipe.

6″ sewer pipe receives limited endorsement

Although 28 states and Canada ban or discourage 6″ sewer pipe, that size works as well as 8″ under the right conditions. In fact, in some situations 6″ pipe will work even better than 8″.

That is the substance of a new Building Research Advisory Board report to FHA. The housing agency asked for a study of minimum sewer sizes because local and state requirements vary so widely.

A special BRAB advisory committee recommends 8″ street sanitary sewers "except that a 6″ size sewer may be permitted in areas where there are no gravity basement floor drainage connections, no excessive infiltrations, no roof leader connections, no areaway drainage connections, no footing drainage connections, and no permissible upstream extension of the sewer lines."

Under no condition, the committee says, should street sewers smaller than 6″ be allowed.

The report says state design practices vary for no apparent geographic or other sound reasons. It suggests that, most likely, "sewers are overdesigned in order to serve uncertain future requirements." Yet this is less and less necessary today in residential neighborhoods where low-flow sewage volume frequently should not require more than 6″ sewer lines (which are 12¢ to 20¢ cheaper per foot than 8″ street laterals).

"Present residential site planning," it says, "has a significant effect on design and layout of sanitary sewer systems . . . The use of dead-end, cul-de-sac and curving streets discourages through traffic. Thus there is less need for new sewers to be overdesigned."

The committee reports that 6″ pipes may be less subject to infiltration of outside water because their joint areas are smaller. Moreover, on very flat grades, better velocities are obtained in the 6″ pipe.

BRAB spokesmen indicated at mid-month that some portions of the recommendations may be revised.

Limited use urged for inverted crown streets

Inverted crown street, with drainage in the center, merits "favorable consideration" for alleys and a limited number of residential streets, FHA has been told.

A technical committee of Building Research Advisory Board has made cautious recommendations to FHA for design standards for inverted crown streets. Its report includes maps and tables showing where inverted crown streets are allowed under varying conditions in US cities.

It warns against inverted crown streets where center water depth may exceed 6″, where the cross-slope exceeds ½″ per foot, where subsoils are highly impervious to water and where traffic is heavy.

The committee recommends inverted crowns only for residential streets "in permanently light traffic areas where economy or aesthetic considerations can be realized without sacrifice of safety and convenience."

Curiously, the committee's cost studies indicate that inverted crowns are more costly than normal crowns "with construction not requiring storm drainage structures."

The committee found, for example, that in the simplest type of construction considered, an inverted crown street would cost 12¢ per lineal foot more than a comparable simple normal crown. Reason: the normal crown cross-slope would need to be only 2% compared with 4% for the inverted crown, required to confine normal drainage in the center of the street to as narrow a strip as possible. In another comparison of streets with curbs and gutters, the inverted crown was $1.80 costlier per lineal foot than the simple normal crown.

However, where storm drainage structures are required, inverted crowns are cheaper than normal crowns because they require only half the number of catch basins and footage of drains and laterals. Differences in maintenance costs were held to be unimportant.

NEWS continued on p. 49



Look what's happening to sliding glass doors

Ador sliding glass doors in every room, and floor to ceiling glass make 80% of wall area

The biggest single change in the design of today's home is the increasing *number* of sliding glass doors used *per home.* Single units are found in most new homes. However, more and more residences are being designed with sliding glass doors in several rooms.

A good example is Mr. & Mrs. Willis Harpel's residence in Hollywood, California; John Lautner, architect. Here, every room has at least one Ador sliding glass door. Unique structural design permits glass to be used extensively, accounting for more than 80% of the home's exterior wall area.



There are three major reasons for this revolutionary trend:
1. Today's home buyer demands more indoor-outdoor living.
2. More sliding glass doors give builders real sales advantages.
3. New engineering advances provide a stronger, more beautiful and functional unit.

This move to more sliding glass doors has been stimulated by many of Ador's exclusive features. These include: Positive side-surface weathersealing; custom lucite hardware; beautiful corrosion-resistant alumilite finish; aircraft-type precision roller bearings; stainless steel track. These details, typical of the Ador quality, are some of the reasons for the increased use of Ador all-aluminum sliding glass doors. Write Ador Sales, Inc., Fullerton, California for information.

Ador **America's foremost all-aluminum sliding glass door**



SMALL MASTER BEDROOM gains restful spaciousness through sliding glass doors opening to sheltered patio. Doors pocket



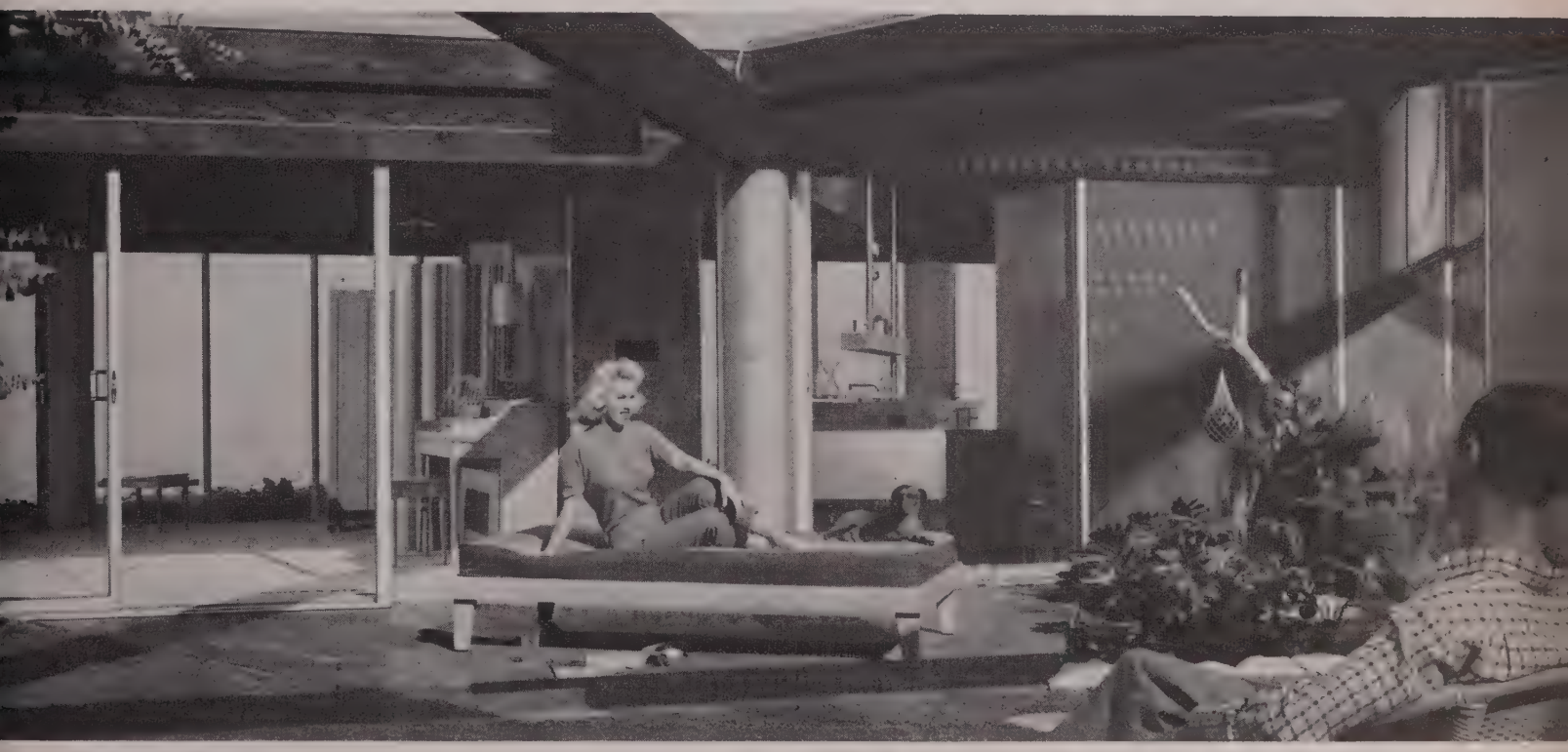
CHEERFUL KITCHEN has wall of floor to ceiling fixed glass at one end; and 6' Ador sliding glass door at other end. Fresh air circulation and step-



ADJOINING MR. AND MRS. BATHS use 3' Ador doors which slide into wall pockets. Obscure, fluted glass provides privacy; while door opens on en-

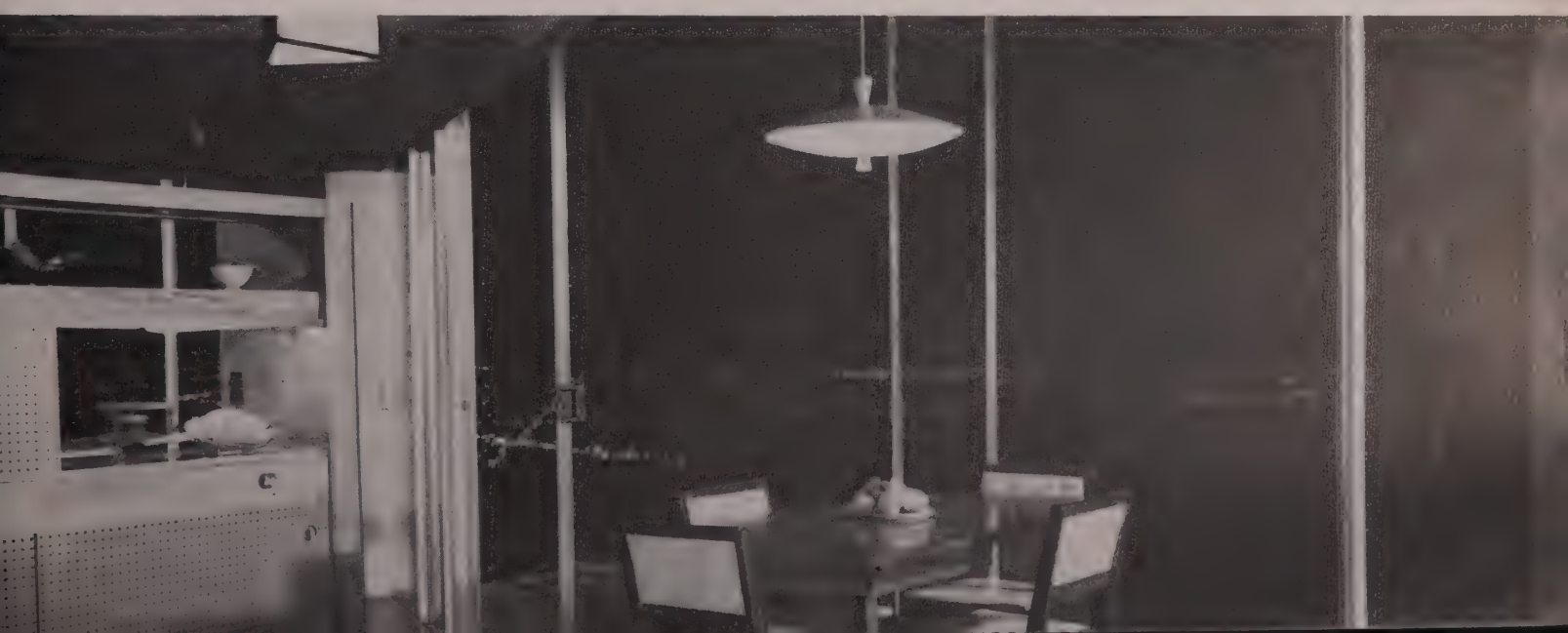


LIVING ROOM uses two full length walls of sliding glass doors which join pool, patio and interior areas. Wall to the left also has 16′ Ador. Glass to the right forms dining room wall.



DISTINGUISHED BY A GEOMETRIC PATTERN of connecting interior and exterior beams, Harpel home uses 18′ Ador sliding glass door to join studio-den to patio.

GUESTS SENSE THE NOTE OF LUXURY in this dining room view wall of 10′ Ador sliding glass door.



Homes sell faster...

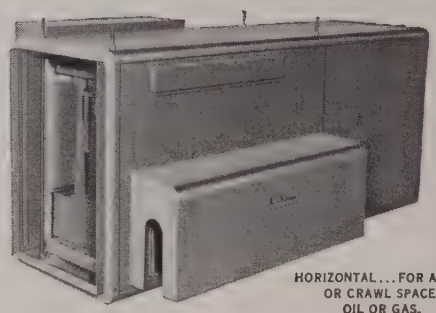


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continued from p. 45

MORTGAGE MARKET:

Discounts level off as peak of money pinch passes; better prices foreseen

The mortgage market is easing up enough so that discounts are beginning to shrink in some cities.

In seven out of the 12 metropolitan areas checked monthly for HOUSE & HOME News' exclusive mortgage quotations (see p. 52), leading mortgage men reported slight price improvements in some or all of the FHAs and VAs where there was any market to report. Typically, the range of prices was spreading—for example, from a flat 91 on 30-year, 2% down VAs to 91-93, but still with most deals on the low side.

"The pinch—the extreme tightness—is over," says Vice President Robert M. Morgan of Boston's Five Cents Savings Bank. But he adds quickly: "That doesn't mean the market's turned sloppy or weak." In Detroit, Mortgage Banker Sherwin Vine reports: "The market has strengthened since last month." Says President Arthur G. Pulis of Franklin Capital Corp. in Newark, N. J.: "The market is showing signs of improvement but complete recovery is some time away yet."

Price firming does not mean—as some Democrats in Congress might easily conclude—that ample money for 4½% VA loans is in the offing.

There is *no* 4½% mortgage money, now or in the foreseeable future. Maximum term VAs were being quoted at 91-93 in the South and West in mid-March. Even at such deep discounts, there were few buyers. Some mutual savings banks, worried over the prospect of having to pay 3¼% interest to depositors to meet S&L competition, were buying heavily before the price moved up. But many an insurance company, wary of bad publicity if Congress decides to probe discounts, was boycotting VA 4½s.

The true measure of competitive mortgage prices last month was reflected in yield tables. Prepaid in a typical 12 years, a VA at 91 yields 5.65%. Held to maturity, it yields 5.32%.

By contrast, conventional loans in deep discount regions ranged from 5½% to close to 7%. Stated another way, this means conventionals are cheaper than FHAs (plus the ½% insurance premium) in many cities—provided the buyer can put up the bigger down payments.

Here, city by city, is the picture on conventional residential mortgage loan interest on new construction in mid-March:

New York, 5-5½%; Boston, 5-5½% (with some weakening in 5% rates on nonresidential loans); Philadelphia, 5¼-5¾% with most at 5½%; Washington, D.C., 5¼-6% with banks on the low end, S&Ls top; Jacksonville, stabilized at 5½%; Cleveland, 5½% on 70-80% loans for 20 years; Newark, N.J., stabilized at 5½% though older homes command 6%; Detroit, stabilized at 5½% though S&Ls trend toward 6%; Chicago, 5½% for 75-80% loans for 20-25 years, but not much of it available from local banks; Denver, 5½-6% from S&Ls with insurance companies a little below; Houston, 5½-6% depending on quality—mostly 5½% on new property; San Francisco, banks 6%, S&Ls prevailing 6½% with some as high as 6.9%.

The gap between 4½% VAs and the real VA interest rate is leading to more political complaint than the lending industry has faced in some time.

Most—but not all—of the griping comes from pro-public housing Democrats in Congress. They are egged on by AFL-CIO spokesmen, public housing lobbyists and the American Veterans Committee. Cries of "scandal," "blood money" and "hijacking" punctuated the start of the House housing subcommittee's hearings. Rep. Wright Patman (D, Tex.) who may head a congressional monetary commission if one is created, has called for a flat ban on discounts on FHAs and VAs.

This, of course, would only wipe out both FHA and VA programs, except in times of easier money. As MBA told Congress: "Controlling interest rates compels discounts."

Congress has not yet found how to repeal the law of supply and demand. And, as Treasury Undersecretary Burgess notes, it is unrealistic to suppose discounts are not passed on to purchasers as higher prices, anyway. In his view, a 5% rate would not hurt veterans as much as discounts.

MORTGAGE BRIEFS:

FNMA gets new funds

Congress has voted Fanny May another $500 million—about enough to last through June—for its secondary market operations.

The increased borrowing authority (the agency buys FHAs and VAs with the money) was noncontroversial. Even so, the legislators did not act until FNMA was within a week of running out of funds. Sen. Homer Capehart (R, Ind.) tried to get Fanny May $750 million more—in line with the administration's request for $1 billion. But the Senate defeated his amendment.

Senators also tacked on another $50 million authority for FNMA to buy loans on FHA Sec. 213 co-ops. (The $50 million granted by Congress in 1955 was exhausted.) This comes under the agency's special support functions, which means any builder lucky enough to get his hands on some of the money will get a low-discount (not over one point).

But this is also the kind of government lending that is being pruned down in the administration's new decision to re-examine its budget. (see Roundup, p. 37)

The $50-million-for-co-ops continues the existing limitation of not more than 10% ($5 million) for advance commitments at one time, in any one state.* But there is no state limit on spot purchases. With its first $50 million of Treasury money for co-op mortgages, Fanny May bought more than $5 million only in New Mexico ($5,286,000). California and New York got commitments totaling exactly $5 million. (The state limit is intended to keep the latter two states from hogging the money.)

Fanny May may buy as many as 96,000 mortgages worth $1,050,000,000 this year if she has the money, says President J. Stanley Baughman.

* United Press garbled this amendment by Sen. Russell B. Long (D, La.), reported that Congress had limited overall Fanny May purchases to $10 million for any one state.

Delinquency ratios rise

Mortgage loan delinquency rates at the end of 1956 were slightly higher than a year ago, slightly lower than two years ago, the Mortgage Bankers Assn. reports. Of 2,418,475 loans studied, 2.27% were delinquent vs. 2.18% at the end of 1955 and 2.45% two years ago. FHA 30-day delinquencies amounted to 1.62%. VA loans were 2.14% delinquent, conventional loans, 1.23%.

Direct loans peril VHMCP

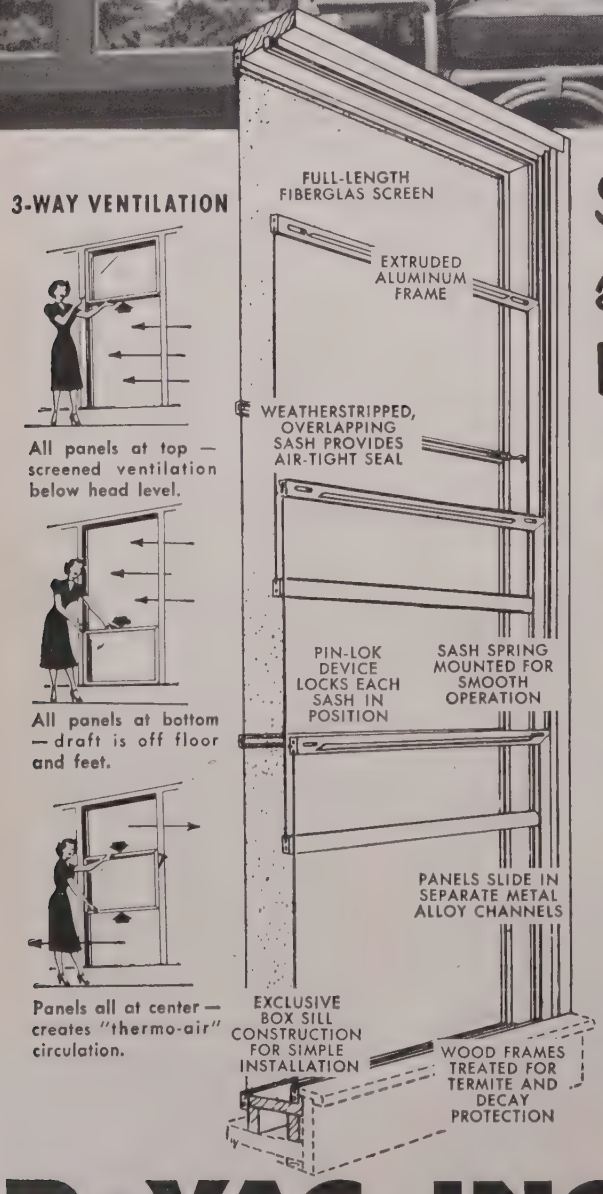
Are VA direct loans so easy to get they may put the Voluntary Home Mortgage Credit Program out of business?

Yes, cry the 16 members of VHMCP's national committee—among them some of the nation's biggest names of mortgage banking and home building.

The committeemen, HHFAdministrator Albert M. Cole has warned Congress, "fear that the program cannot continue to operate effectively under present conditions." The conditions:

continued on p. 52





Sell the Porch Enclosure known and approved by Architects, Builders and Homeowners.



"DeVAC GlassWalls" stands for a quality product and effective promotion — a combination that spells sales for you.

The expert eye of the architect or builder recognizes the superior design and construction features that have made this Porch Enclosure the first choice for fine homes everywhere. To the homeowner, one of the strongest selling points is the fact that the DeVAC porch enclosure combines both windows and full-length screen in a single unit. And all three — the architect, the builder and the homeowner — are familiar with DeVAC GlassWalls as a result of nationwide promotion and advertising in leading home magazines. Yes, "DeVAC GlassWalls" is a name your customers know and respect.

Write for complete details, prices and specifications.

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He wouldn't be guilty of leaving fingerprints!

The hands that go into these goatskin gloves belong to a skilled worker in General Electric's new Tyler, Texas plant where whole-house air conditioning equipment is built.

The reason for the goatskin gloves? Even the barely perceptible perspiration that forms on human fingers would have an adverse effect on the compressors which are the heart of General Electric central system air conditioning. In any necessary handling before the compressor is factory-sealed for protection, goatskin gloves are worn.

This is an extra step we take—one of the many ways we safeguard the quality of our products. And this quality control, standard practice at Tyler, Texas, is far-reaching in its effects. Whether you equip a single home or an entire project with General Electric Home Heating and Cooling systems, you can be assured of the homeowner satisfaction on which your success as a builder depends. General Electric Home Heating and Cooling Dept., Tyler, Texas.

Progress Is Our Most Important Product

GENERAL ELECTRIC

continued from p. 49

1. If a private lender is unwilling to make a 4½% VA loan at 98, the veteran buyer can spurn the private terms and get a direct loan from VA.

2. VA absorbs the 1% originating fee and the cost of title insurance (if the latter is customary in the locality) plus the fee charged by an attorney or a title company for closing a loan. This means that the typical direct-loan borrower pays between $70 and $170 less in closing costs than he would on the same property financed privately.

Now that VA 4½% loans bring no more than 96 even in areas of greatest money availability, lenders complain they are being asked to make loans in remote areas on far better terms than they do anywhere else. As a result, yields on VHMCP loans are so low lenders say they cannot justify the investment.

Originally, the VHMCP national committee drafted a warning to Congress that the program would soon collapse unless the VA interest rate was raised and other competitive disadvantages abolished. It read so much like an ultimatum that the statement was rewritten into the blank phraseology of official federalese.

All it says now is: 1) "government lending programs, both direct and indirect, must be on terms and conditions which do not put the private investor at a competitive disadvantage;" and 2) "the return must be responsive to changing market conditions."

continued on p. 53

Three states consider laws to woo more out-of-state mortgage money

After years of talk but little action, efforts by mortgage bankers to ease the flow of mortgage money across state lines at last are making headway.

Legislatures of three states—Tennessee, Idaho and Washington—are expected to pass bills in current sessions allowing out-of-state investors to buy mortgages without qualifying to do business there as out-of-state corporations.

While similar, the three laws have variations. Tennessee's exemption would apply only to investors buying FHA and VA mortgages and would be actually an extension to investment trusts and pension funds of a privilege given mutual savings banks in 1953. Washington would require the investing corporation to designate a local agent (such as the state insurance commissioner or secretary of state) for service of summons. Idaho would require the investor to buy the mortgages through and have them serviced by a corporation qualified to do business in the state.

Mortgage bankers have been promoting state legislation of this type since 1950. Laws requiring investors to qualify to do business and pay corporate taxes in a state where they only buy mortgages has discouraged out-of-state money from entering many states.

This is not so true of insurance companies, which normally buy mortgages only in those states in which they do business anyway. But it is quite true of investment trusts, pension funds and banks whose business activity is confined to their home states—except for investments.

Seven states now have laws exempting out-of-state mortgage investors from qualifying to do business locally. They are Florida,* Illinois, Michigan, North Carolina, Oklahoma, Oregon and Texas. (Like Tennessee, Michigan's exemption applies only to buyers of FHA and VA mortgages.)

Nine other states and Hawaii have laws with such minor requirements that out-of-state investors regard them as no drawback. They are: Alabama, Arizona, Louisiana, Maine, Nevada, New Hampshire, South Dakota, New Mexico and South Carolina.

Legislation is being considered in Illinois and Indiana to ease another block to mortgage investment—redemption period on foreclosures. Indiana would reduce it from 12 to 6 months; Illinois' from 18 to 15 months.

* Florida's law pertains only to banks and trust companies.

MORTGAGE MARKET QUOTATIONS

(Sale by originating mortgagee, who retains servicing.)
As reported to HOUSE & HOME *the week ending March 15.*

FHA 5s (Sec. 203) (b)

City	Minimum down*- 30 year Immediate	Minimum down*- 30 year Future	Minimum down*- 25 year Immediate	Minimum down*- 25 year Future	25 year, 10% down Immediate	25 year, 10% down Future
Boston local	par-101	par-101	par-101	par-101	par-101	par-101
Out-of-state	94-96	95	94-96	95	94-96	95½
Chicago	97½-98b	97½-98b	98b	98b	98b	98b
Cleveland	97-98	96-97	98	97-98	98	97-98
Denver	97-98	97-97½	97-98	97-98	97-98	97-98
Detroit	97-98	97	98-99	98	98-99	98
Houston	95-96	a	95-96	a	97-98	97-98
Jacksonville	96-97b	a	97b	a	97-97½b	a
Newark	98-99	97-98	99	98	99-par	99
New York	99-par	99-par	99-par	99-par	99-par	99-par
Philadelphia	98	a	98½-99	99	99b	99b
San Francisco	95c	95	95c	95	95c	95
Wash., D. C.	98	97½	98	97½	98	97½

**7% down on first $9,000*

SOURCES: Boston, Robert M. Morgan, vice pres., Boston Five Cents Savings Bank; Chicago, Murray Wolbach Jr., vice pres., Draper & Kramer Inc.; Cleveland, William T. Doyle, vice pres., Jay F. Zook Inc.; Denver, C. A. Bacon, vice pres., Mortgage Investments Co.; Detroit, Sherwin Vine, asst. to vice pres., Citizens Mortgage Corp.; Houston, Donald McGregor, exec. vice pres., T. J. Bettes Co.; Jacksonville, John D. Yates, vice pres., Stockton, Whatley, Davin & Co.; Newark, Arthur G. Pulis Jr., pres., Franklin Capital Corp.; New York, John Halperin, pres., J. Halperin & Co.; Philadelphia, Laurence J. Stabler, vice pres., W. A. Clarke Mortgage Co; San Francisco, M. V. O'Hearn, vice pres., Bankers Mortgage Co. of California; Washington, D. C., Hector Hollister, vice pres., Frederick W. Berens Inc.

VA 4½s

City	30 year, 2% down Immediate	30 year, 2% down Future	25 year, 5% down Immediate	25 year, 5% down Future	25 yr. 10% down or more Immediate	25 yr. 10% down or more Future
Boston local	par b	par bx	par b	par bx	par b	par bx
Out-of-state	91-93b	a	91-93b	a	a	a
Chicago	a	a	a	a	a	a
Cleveland	a	a	a	a	a	a
Denver	a	a	a	a	a	a
Detroit	93-94	93	94-95	94	94½-95½	94½
Houston	91-92	a	91-92	a	92-94	a
Jacksonville	91-92	91-92	91-92	91-92	92-93	92-93
Newark	92-93b	92b	93-94	92-93b	95	94b
New York	95-96b	95-96b	95-96	95-96	95-96b	95-96b
Philadelphia	92-93d	a	93d	a	95d	a
San Francisco	91-91½	91	91-91½	91	91-91½	91
Wash., D. C.	93	a	93	a	93½	a

NOTES: a—no activity. b—very limited market. c—some spot sales, in small amounts at 97-98, largely to insurance companies. d—more bid and ask than deals. x—only a handful of *new* futures to select customers.

- Immediate covers loans for delivery up to 3 months; future covers loans for delivery in 3 to 12 months.
- Quotations refer to prices in metropolitan areas; discounts may run slightly higher in surrounding small towns or rural zones.
- Quotations refer to houses of typical average local quality with respect to design, location and construction.

NEW YORK WHOLESALE MORTGAGE MARKET

Prices on the open wholesale market in New York City, for out-of-state loans, as reported the week ending March 8 by Thomas P. Coogan, president, Housing Securities Inc.:

Note: prices are net to originating mortgage broker (not necessarily net to builder) and usually include concessions made by servicing agencies.

VA and FHA 4½s

(minimum down, 25 or 30 years)

Immediates: 91-93 Futures: 91-93

FHA 5s

(minimum down, 25 or 30 years)

Immediates: 95-96½ Futures: 95-96½

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One hand does it!
Tilt up for "on" . . . down for "off". Turn right or left for desired temperature.





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street elevation



living room



foyer



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The Hillside (Rocky River and Forest Hills) Models shown range from $25,000 to $30,000, less lot, depending on local area costs. Scholz designs and manufactures a wide range of distinctive homes: contemporary Ranch Western Homes from $10,000 to $20,000, luxury quality California Contemporary Homes from $18,000 to $50,000, and American Colonial Homes from $10,000 to $50,000. All are available to builders throughout the entire United States. Call or write for complete information.

continued from p. 52

Even so, the warning met an icy reception from the key congressional committee, Olin Teague's House veterans affairs committee, which seems to prefer socialized lending over private lending. Since it was established two years ago, VHMCP has made 26,341 loans totaling $236 million—21,953 to remote areas and 4,388 to minority groups. As a result, VA has not needed all of its direct loan money, now has $217 million left over.

How much would 5% VA help?

Rep. Olin E. Teague's challenge to lenders who want a 5% VA interest rate seems to have produced a moral victory for Teague.

Teague, chairman of the House veterans affairs committee, asked 53 lenders how much they invested in VA mortgages in 1956 and how much they would invest in 1957 if the interest rate were raised from 4½%. Results:

Did not state '57 plans 21
Do not make VA loans at all 4
Would increase VA lending at 5% 9
Would make less VA loans even at 5% 10
Would lend same amount at 5% 13

The nine lenders who said they would increase VA loans at 5% were:

Erie County Savings Bank of Buffalo, N. Y., increasing from $11.7 million to $22 million. Branch Banking & Trust Co. of Wilson, N. C. made $2.6 million in 1956, would make more this year but didn't say how much (though it did say loans would be made at 2% discount). Minnesota Federal S&L Assn. of St. Paul made $2.9 million in 1956, would make "considerable increase" this year but at 2 to 3% discount. City S&L Assn. of Elizabeth, N. J. made $1.9 million last year, would make $4 million in 1957 at 2% discount. Westfield Federal S&L Assn. of Westfield, N. J. made $1.3 million in 1956, would make more this year at 3 to 4% discount. San Diego Federal S&L Assn. made $2.9 million last year, would make $4 million this year.

Danielson Federal S&L of Danielson, Conn. made $1.6 million in 1956, would make more this year with 3% discount. Southeast Mortgage Co. of Miami made $3 million last year, would make $5 million in 1957 at 3½% discount. Woodman Accident & Life Co. of Lincoln, Neb. made $300,000 in 1956, would increase loans to $400,000 this year at one to two point discount.

Among those who said they would lend the same amount this year at 5%, Dime Savings bank of Brooklyn said it will "withdraw completely from the VA market" if the 4½% rate continues. Last year Dime invested $80 million in VA loans, now has $61 million in advance commitments.

3% Cal-Vet loans boom

California's state-VA home loan program, with its 3% interest, is proving so popular it has rolled up a seven-month backlog of applications.

The state keeps the interest low by raising the money via tax-exempt bonds. Voters approved a $500 million issued last year. The state has been paying an average 2¼% interest on the bonds.

Some lenders grumble that it is ridiculous to use taxpayers' credit not only to lend a veteran up to $13,500 to build a new house, but, alternatively, up to $15,000 to buy an old one or to refinance the house he already occupies, perhaps on a 4% or 4½% VA loan. But there is no organized opposition to the Cal-Vet program. Most bankers write it off as a drop in the bucket.

The application jam is getting worse. Statewide, applications total 21,000 and more are coming at a 6,000-a-month clip. The Dept. of Veterans Affairs is gearing up to process only 2,000 a month. Home builders have urged the state to borrow some staff from FHA or VA, whose business is plunging.

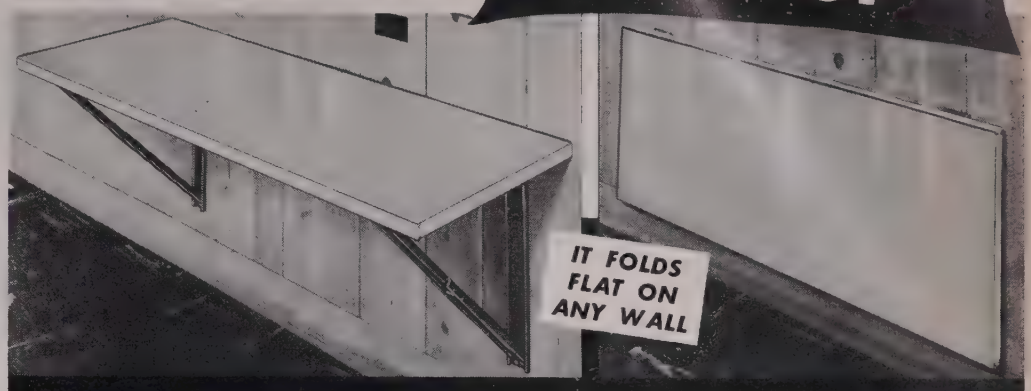
NEWS continued on p. 57

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INCREASES WORK AREA - EXPANDS UTILITY
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IT'S A WALL TABLE


IT'S A WORK BENCH

SPECIFICATIONS:

- The complete DROPTOP consists of worktop, 2 folding brackets and all mounting hardware.
- Meets F.H.A. and V.A. requirements.
- DROPTOP worktops:
  No. DT-400—48" L x 24" W x 1½" thick
  Shpg. wt. 49 lbs.
  No. DT-200—60" L x 24" W x 1½" thick
  Shpg. wt. 57 lbs.

  Splinter-proof, warp-proof, dent-proof. Solid kiln-dried wood core laminated between smooth, hard panels of wood and plastic. Completely finished and lacquered. Sample section available upon request.

  ALSO AVAILABLE IN FORMICA—4 ft. size only. Popular patterns. Write for details.
- DROPTOP folding brackets: (pair) Heavy rigid steel with attractive blue-grey furniture finish. Safety catches "lock" brackets in horizontal position. Size: 22" x 3". Complete with 4 lag screws, 4 Rawl plugs, 4 wood screws, 1 wrench. Shpg. wt. 11 lbs.

SIMPLE INSTALLATION


1. Drill 4 holes in any masonry or wood wall at desired location.


2. Mount 2 DROPTOP brackets in open position.


3. Place Worktop on brackets and secure. That's all there is to it!

The DROPTOP gives small rooms BIG HOUSE UTILITY!

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The DROPTOP is easily mounted on any wall surface —brick, cement block, concrete or wood. OPEN—it's a handy, multi-purpose wall table. CLOSED—it's flat against the wall—out of the way.

The DROPTOP is styled for use throughout the house—utility room, kitchen, family room, children's room, basement, garage, porch—wherever extra space is needed. Ideal for remodeling projects, too. Nationally advertised. 4 ft. size, $24.95 list. 5 ft. size, $27.50 list.

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$7.95 pair, list price

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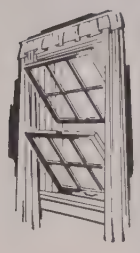
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safe, easy cleaning

more air! no drafts!

keeps out rain, snow





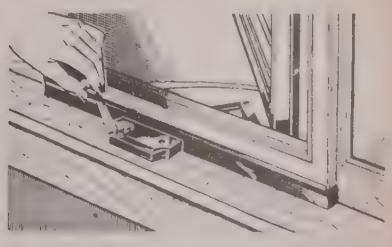
Both sashes tilt easily to any desired angle for true healthful no-draft ventilation that uses 100% of the wall opening! Wash *all* outside glass in comfort—without disturbing screens or storm sash. Looks like an ordinary window and can also be used like one—concealed adjustable spiral balances for quiet, easy operation.

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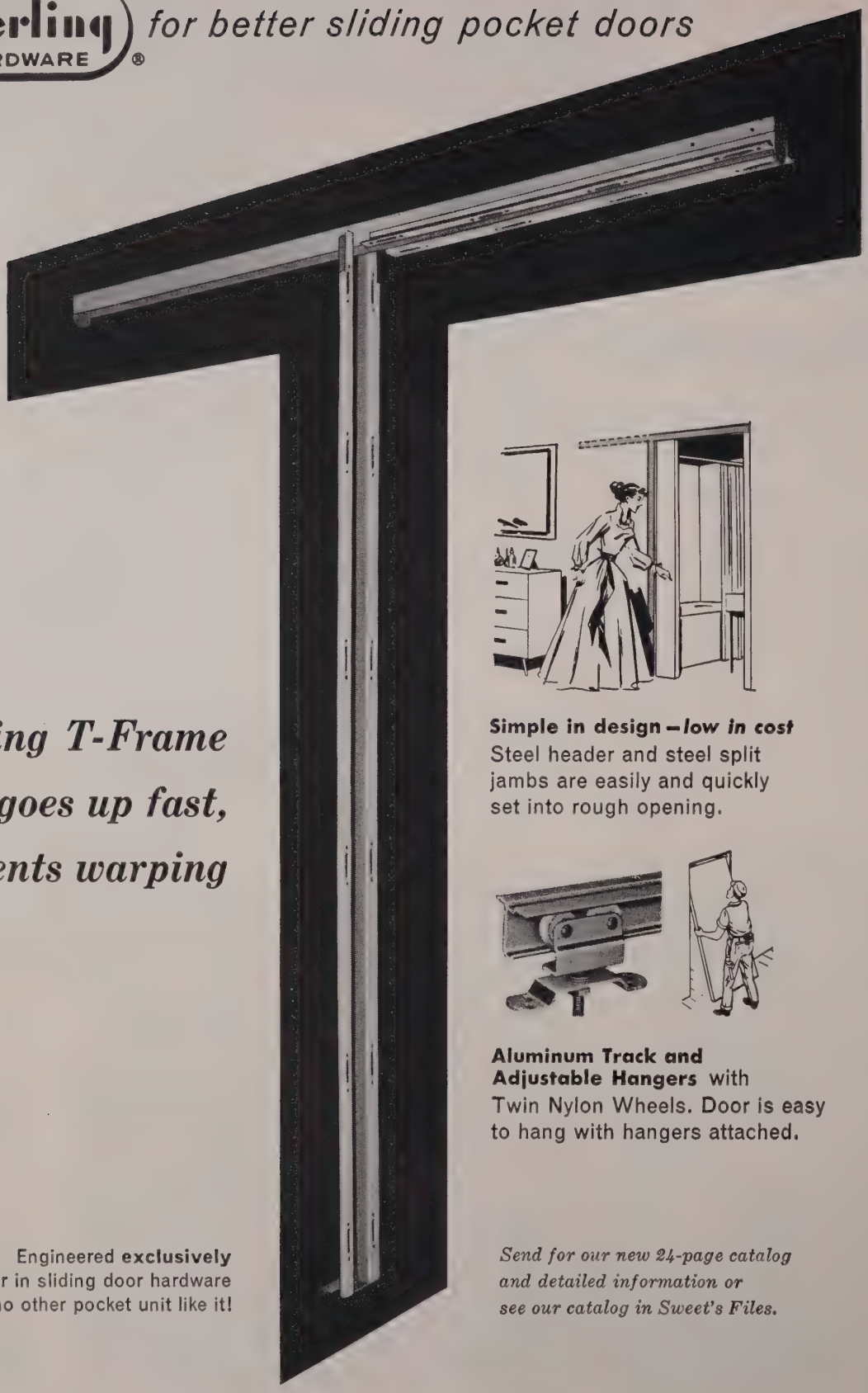
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continued from p. 53

HOUSING CAMERA

A Roundup of houses in the news

Photos: Harold Lyle, Topeka Daily Capital



DEAN USED CHEAP CONCRETE BLOCK FOR MOST EXTERIOR WALLS

Is this the mass production house of tomorrow?

Is a hyperbolic paraboloid house an answer to rising building costs?

Donald Lee Dean, 30, assistant dean of architecture at the University of Kansas, thinks it is. His exhibit No. 1: an HP house with 2,700 sq. ft. of living area, built in Lawrence, Kan. for about $18,000—including a $1,500 lot, wall-to-wall carpet in the living room, partitions, dishwasher, stove and furnace. Cost per sq. ft.: $6.70.

HP design is not new. Basically, it is a rectangle twisted so it has six corners—three resting on supporting piers and three flaring up and out. There are no load-bearing walls. Other architects in the US and Mexico have used concrete in the HP roof, thus requiring construction of wood forms. Costly US labor makes this construction of two roofs uneconomic. So Dean used wood as his basic material.

He first built an experimental model on the KU campus (vaguely resembling a bird about to take flight), found it sound enough to withstand 80 mph. winds. So he set about designing his own home on the same principle. He specified a latticework of 1"x8" boards for the paraboloid roof. The floor is concrete slab. The 2,700 sq. ft. is divided into a huge living room, three bedrooms, two baths and kitchen. Exterior walls are a combination of concrete block and glass. Dean, acting as his own contractor as well as designer, hired some of his own students as day laborers to help him build the home, paid them prevailing laborer's wages.

Dean contends the hyperbolic paraboloid design is adaptable to volume building. He estimates two or three carpenters could build an HP roof the size of his in three or four days—using plywood sheets—for $1 per sq. ft. Exterior and interior walls could be prefabricated, he says.

Though Dean's family and friends are convinced HP design has great potential ("It's easy to keep clean," says Mrs. Dean), the house remains the object of cynical comment in Lawrence.



VA hit for downvaluing modern design in Vermont

When Builder D. James Hill of South Burlington, Vt., who has a degree in architecture, offered this three bedroom, two-bath contemporary for sale last July, the dean of men at the University of Vermont took his mortgage broker through, offered $19,000.

An appraiser, who admitted he was unfamiliar with architecture involving a 1:12 roof pitch, California-like glass areas, valued it at $17,500. Vermont VA officials sliced that to $16,000. "I wouldnt' live in it if you gave it to me," blurted Russell Little, chief appraiser at Burlington.

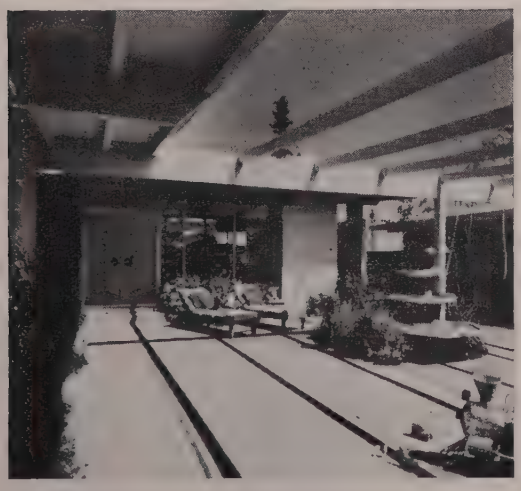
Amind the resulting furor, Little retired. The Vermont Home Builders Assn. adopted a resolution formally protesting against FHA and VA "underappraisals," and the Hill house (finally sold for $18,000) became a topic aired before top FHA and VA officials at an NAHB convention panel. Now, say Vermont builders, they know how to appeal to Washington for justice.

NEWS continued on p. 60

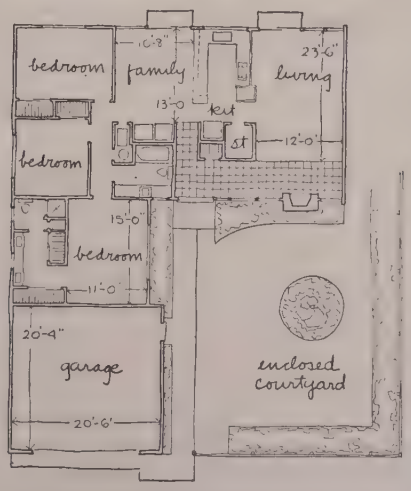
Photos: Parents Magazine



MACKAY SOLD THIS HOME FOR $18,800 INCLUDING 73x100' LOT



JUDGES LIKED ENCLOSED COURTYARD . . .



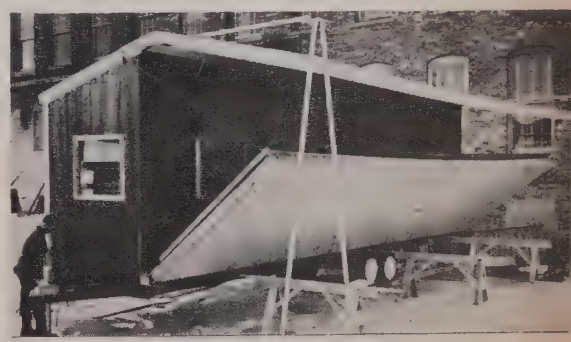
AND HOME'S GOOD TRAFFIC PATTERN

California home named 'best for families with children'

This graceful home built by John C. Mackay & Associates in Mountain View, Calif. is winner of the seventh annual competition for Best Homes for Families with Children—a contest sponsored by *Parents* magazine (cir. 1,645,000).

The five judges (including NAHB Treasurer Martin Bartling) praised the home's "straightforward simple design," the work of Architects Anshen & Allen. They particularly liked the enclosed courtyard and children's rear play area.

Two regional winners also were named: Builders Howard C. Grubb of Tulsa and Cecil E. Jennings of Lubbock, Tex. Architect Donald H. Honn of Tulsa designed both homes.



Trailers get wider, promise more competition for builders

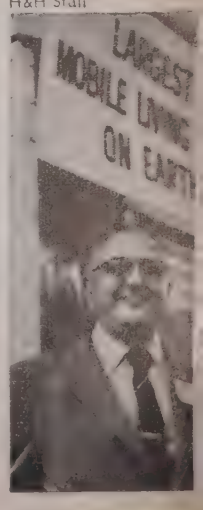
Trailers may soon be giving home builders more competition.

At the Mobile Home Mfgrs. Assn. show in New York's Coliseum last month, Schult Corp. of Elkhart, Ind. unveiled a trailer that unfolds (photo, above) into a 500 sq. ft. mobile home 15' wide and 35' long, with two bedrooms, complete kitchen, living room and bath. President Wilbur Schult (photo, below) says it is the first mobile home of its kind, with the "largest mobile living room yet." Folded up, the unit is only 8' wide—narrow enough to tow over any state highway. Exhibit workmen found it took them only 1 hr., 25 min. to unfold it. The unit sells for $6,250 fob Elkhart, including range, sink, refrigerator, and 20 gal. water heater. Schult hopes to sell several thousand this year despite financing that typically calls for a quarter down, five years to pay on stiff 9% consumer credit terms.

Trailer sales are zooming ($501 million last year vs. $435 million in 1955, and 121,000 units vs. 101,000).

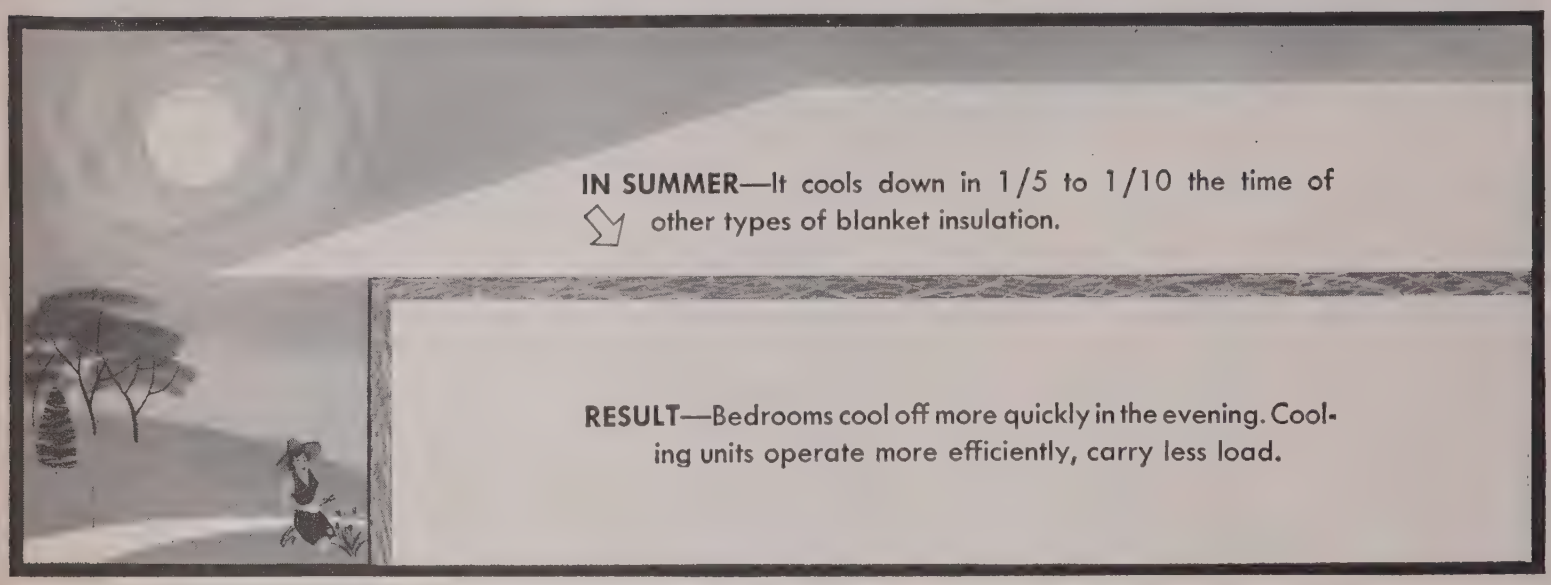
Since FHA made trailer parks eligible for mortgage insurance, considered trailer parks are realty. So trailer sites for the first time are eligible for loans from national banks.

H&H Staff



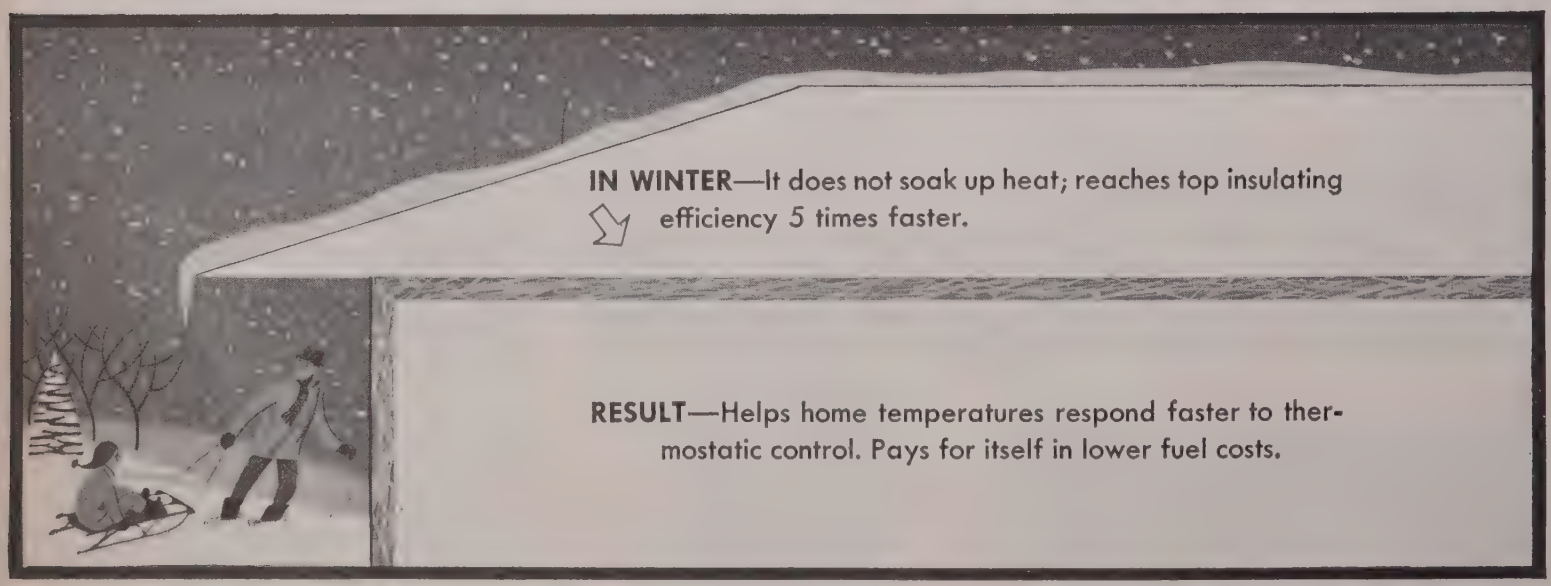
New kind of home insulation!

L·O·F Glass Fibers' new **Thermo-Sensitive** Home Insulation actually helps homes cool off faster in summer . . . cost less to heat in winter!



IN SUMMER—It cools down in 1/5 to 1/10 the time of other types of blanket insulation.

RESULT—Bedrooms cool off more quickly in the evening. Cooling units operate more efficiently, carry less load.



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RESULT—Helps home temperatures respond faster to thermostatic control. Pays for itself in lower fuel costs.

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Resilient, compression-packed insulation made of fine glass fibers unrolls to proper thickness. Permanent, snug fit—no gaps between blanket and framing members. Reflective facing acts as vapor barrier, turns back radiant heat.

Because L·O·F Glass Fibers' Home Insulation is *Thermo-Sensitive*, it offers home buyers comfort-benefits they can get with no other insulation now on the market.

And because it's so lightweight and resilient, it offers *you* advantages like easy one-man installation and lower handling costs . . . in addition to its tremendous value as a home-selling feature.

You can get fast delivery from your nearest distributor. For his name, write: L·O·F Glass Fibers Company, Dept. 22-47, 1810 Madison Ave., Toledo 1, O.

L·O·F GLASS FIBERS

L·O·F GLASS FIBERS COMPANY • TOLEDO 1, OHIO

AN IDEA ADVERTISEMENT OF SPENCER CHEMICAL COMPANY

Polyethylene

AUTOMATIC RAIN AT HALF PRICE

IN an area where last summer's scalding drouth reduced most grass to a scraggly brown, a startling exception was the luxuriant emerald-green lawn of Kansas City business man, Herbert Blitz. Even now on his 180 to 130 foot lot, the grass is deep and thick.

His secret, as he explained it recently to representatives of Spencer Chemical Company,* is really simple: Herb Blitz enjoys doing things the easy way.

Last year, with a businessman's eye for efficiency, he conducted a survey to find out how much footwork it was taking to change the sprinkler around while watering his lawn. Counting the trips from his television set and back, he found to his horror he was traveling about 12,600 feet per week, and wasting about 3 hours.

According to Blitz' figures, this was time enough to become a great scientist, a famous musician, or watch 3 hours a week of television. Clearly, something had to be done. The solution turned out to be a permanently installed lawn sprinkler system.

PIPE DOWN — FOR LESS. Blitz considered a metal pipe system. But he changed his mind in a hurry when he found that flexible polyethylene pipe is more durable, yet costs about 40-50% less, completely installed. And because he is a handy man of great ability, he made the installation with the help of Mrs. Blitz and two neighbors. This gave him even greater savings.

*Manufacturers of "Poly-Eth" polyethylene. "Poly-Eth" is a registered trademark of Spencer Chemical Company.



A splice in a trice! Save 2¾ minutes per splice with this unique exterior wire and cable splice protector. Takes only 15 seconds — needs no tape or resins. Seal is water-tight, permanent and neat. Molded from Spencer "Poly-Eth" Polyethylene by Plastic Engineering and Sales Corporation of Fort Worth, Texas.



Blitz' Rainmaker: "Now hose-dragging is obsolete . . ."

These savings were partly in the price of the material itself, and partly in labor costs. Unlike metal or other types of plastic pipe, polyethylene swings around obstacles and turns corners almost like a garden hose.

This means fewer connections. And only a knife and a screwdriver are required to make these connections. In all, polyethylene pipe takes about half as long to install.

● Just turn up the sod to a depth of about 4½", lay the pipe, attach the sprinkler heads, and replace the sod. The heads are hidden and out of the way when you mow the lawn. There's no need to worry if water freezes in the pipes, because polyethylene will expand to take care of it.

The gloss finish on polyethylene pipe means less pressure loss—an important item with pipe lengths as great as those of a lawn sprinkling system. And best of all, polyethylene pipe means no rust and no corrosion, two items that often make the life of metal pipe so brief.

HAMMOCK-HAPPY LAWN CARE. Maybe you too, are tired of being a hose-dragger. Why not do next summer's lawn-watering from your hammock, just by twisting a tap with your wrist? Use the coupon below to send for Spencer Chemical Company's free booklet, "A Beautiful Lawn — At a Twist of Your Wrist." Spencer Chemical Company will also be glad to tell you where you can buy polyethylene pipe.

UNCLE SAM TAKES NOTE. Polyethylene pipe has proved its superiority for many other uses, also. The Federal Government shows its confidence in polyethylene pipe by using it to carry water to its Indian reservations, where easy handling and weatherproofing are important.

And because polyethylene is chemically inert, polyethylene pipe is now being used by industry to carry everything from beer to vinegar.

PUT THIS IN YOUR PIPE. Pipe manufacturers are enthusiastic about a new kind of polyethylene pipe resin that produces a pipe with better processing qualities, greater resistance to slow-burst and quick-burst pressures and more creep service life. This exclusive new premium polyethylene resin, "Poly-Eth" 3405, has been developed in the laboratories of Spencer Chemical Co.

● Independent tests show "Poly-Eth" 3405 to have a balance of properties superior to any other commercially available pipe resin. For more information about new "Poly-Eth" 3405, write to Sales and Technical Service Department, Spencer Chemical Company, 450 Dwight Bldg., Kansas City 5, Missouri.

SPENCER CHEMICAL COMPANY

"America's Growing Name in Chemicals"

450 Dwight Bldg., Kansas City 5, Mo., Manufacturers of "Poly-Eth" Polyethylene • Ammonia (Commercial and Refrigeration Grade) • Aqua Ammonia • 83% Ammonium Nitrate Solution • Synthetic Methanol • Formaldehyde • Hexamine • SPENSOL (Spencer Nitrogen Solutions) • FREZALL (Spencer Dry Ice) • Liquid CO_2 • Cylinder Ammonia • Nitric Acid.

FACTS FREE

For full details on low-cost polyethylene automatic sprinkling systems, send for the free Spencer booklet, "A Beautiful Lawn — at A Twist of Your Wrist." Other bulletins are also available. Just check the items below in which you are interested, sign your name and mail this coupon to "Poly-Eth", Spencer Chemical Co., 450 Dwight Bldg., Kansas City 5, Mo.

- ☐ "A Beautiful Lawn — at a Twist of Your Wrist."
- ☐ "Polyethylene for Home Builders and Home Owners."
- ☐ "58 Home Uses for Polyethylene."
- ☐ Facts about "Poly-Eth" 3405.

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Are your closing costs too high?

Builders find they can boost sales by devising ways to shrink the closing tab. But the field is so complex that even Congress has shelved an investigation

High closing costs hurt house sales. Cut them and you can boost sales. If that formula sounds too simple to be easy, that's just how it is. But easy or not, cutting closing costs now seems destined to become a topic of more and more importance, as builders find homes a hard-sell item.

A few builders have succeeded in paring closing costs by as much as 75% (see next page) and most of them think this contributes a lot to keeping their sales up. But most of them have achieved a lower closing tab by absorbing some of the cost—i.e. by hiding it in the price of the house, or shaving their profit.

Why are closing costs so high? Why do they vary so much? What, if anything, can be done about it?

The questions have been attacked from time to time, but never conclusively.

FHA and VA have studied the problem. They have decided that local regulation and custom must prevail. The Senate banking committee staff reviewed FHA and VA regulations 18 months ago, decided they are ambiguous and probably over-generous. But the investigation was shelved. A look at the nature of closing costs gives a clue why.

Closing costs are one of the most complex aspects of home financing. There is almost no uniformity of charges from state to state or from locality to locality within a state.

Costs vary from a few dollars to several hundred dollars. In some states they are fixed by law. In others they are loosely controlled. In most states they are unregulated. In these states charges are fixed by custom—but custom varies from city to city.

In some cities competition among title companies keeps fees down—particularly the cost of writing title insurance more than once on the same property. But in many towns title insurance is a one-company monopoly. Other firms do not get started because it would cost a fortune to set up the necessary files.

High closing costs have hurt sales in many areas. Builders freely admit it.

Builder Frank Rogers of Omaha estimates he has lost 20 to 25% of his potential customers. Builder Fred C. Loucks of New Orleans calls closing costs a chronic problem which has "resulted in loss of nobody knows how many sales."

Though the title companies, who collect the title insurance premium, and mortgage bankers, who get the origination fee, claim all charges are fair and reasonable, many builders are skeptical. So are many FHA and VA officials. Says one: "We are sure there is a lot of gouging in closing costs."

Highest cost item on most closing statements is the premium for title insurance—and buyers (in few cities the seller) must pay it. Lenders—especially insurance companies—insist on it.

Some companies give discounts on reissue policies taken out on a single lot of a subdivision on which a builder held a master policy. But most do not. New Orleans' Builder Loucks saw it happen in his subdivisions. "On every lot I sold, the charge on reissue was at the same rate I paid."

Most common discount allowed by title companies on reissues of title insurance is 10%. But City Title & Insurance Co. of New York City allows 50%. First Milwaukee Federal S&L charges $5 to $6 per thousand valuation for original search and title but only $1 per thousand on reissue and $2 to $3 when the property is resold for the first time.

Brokers, lenders and even builders occasionally share in the profit from the title policy.

In Louisville, one lender requires the home buyer to pay for a title policy insuring the full value of the property. ($153.50 on a $16,000 house). But the lender pays only for a policy on the first mortgage and pockets the difference. (A title on a $14,000 mortgage would cost $114, giving lender a $38.50 profit).

Title companies in Philadelphia and St. Louis pay a 10% commission on the title policy premium to builders and brokers who bring in the business. Such finders fees, in the world of business, are probably almost as common as salesmen's commissions. But some title men themselves object. Saul Fromkes, president of City Title in New York, calls this an example of padded charges, a "kickback."

Mortgage origination fees allowed by FHA and VA were criticized severely by the Senate banking committee staff in its 1955 investigation of closing costs.

VA allows 1%; FHA 1% on existing property and 2½% on new construction. FHA also allows "reasonable out of pocket appraisal and other fees," to the lender.

The staff of the Senate committee studying these allowances, concluded that in many instances they appear to be higher than the actual costs of the originator. The staff report cites wide variances in costs on similar houses within a single area—Philadelphia. The report also questions whether the allowances cover costs or in fact are charged to increase the mortgage yield. In seven instances where an originator itemized costs—an alternate to claiming the maximum allowance—the itemized total was always lower, the report says.

Though further investigation was recommended by the staff, the matter was dropped. Says one staffer: "We've had bigger fish to catch."

Conventional financing and land contracts can reduce or even eliminate the closing costs required from home buyers, as some builders have learned.

Philadelphia Builder Joseph Singer figures: "All in all the conventional borrower may save up to $200 or $250 in closing costs." The one exception: where lenders charge the buyer a discount. In Miami and Omaha, buyers have recently paid as much as $900 to close a deal. Why should closing costs be less on a conventional deal than on FHA or VA? Says one mortgage banker: "Less red tape."

But Sherman Maisel, associate professor of business administration at the University of California, believes high closing costs—like high discounts—can be blamed on the tight money market. "Lenders may raise their charges and do," he said. "If the market were loosened, many of these charges would be decreased or dropped through competition."

Supermarket processing helps Levitt cut closing costs; others absorb fees

Three big builders in three parts of the US have shown that cutting closing costs can be a wonderful tonic for lagging sales.

Methods used by the three are not exactly the same—but their results were. More sales. Details:

Bill Levitt was the first builder—and is still the most successful—in bringing closing costs to a minimum. Working with Saul Fromkes of New York's City Title Insurance Co., Levitt cut closing costs to $60 in Levittown, N.Y. He has them down to $30 in Levittown, Pa. In both places, he has absorbed the costs himself, requires his buyers to make only tax and insurance prepayments. The $30 Levitt pays City Title covers a credit report, survey, mortgage title policy, recording and escrow fees.

Contrast this $30 with the costs involved in a typical tract home sale in the same Philadelphia area:

Item	*Cost*
Title search and policy	$90
Real estate transfer tax	100
Solicitor's fee (minimum)	35
Recording fees	15
TOTAL	$240

The Levitt secret

What's the secret behind the reduction of more than $200? Saul Fromkes calls it "supermarket closings." He explains:

"We have streamlined our system all along the line. We have an office in Levittown and schedule closings every hour so that our manpower is utilized throughout the day. Too many builders set closings for their own or their buyer's convenience. Consequently manpower is wasted and that has to be paid for.

"If any buyer wants to read all the small print on his papers we send him into a back room by himself and give him all the time he wants to read them—but not our time—and he's brought back when he's ready to sign.

"We arrange all Levitt closings for all days but the first and 15th of the month. Those are always the days lawyers pick for closings. Consequently they're always the busiest days."

Uniformity stressed

A key point in the Levitt closings is uniformity, says Fromkes. "We have developed standard forms for all of our closings. We have found that any uniformity applied to a closing operation reduces the cost."



"If any buyer wants to read all the small print . . . we send him into a back room."

How can the Levitt cost-cutting formula be applied to smaller builders?

"Through organization," Fromkes contends. "This is one place where local builders associations could really fill a gap. If they would take up this matter of supermarket closings and arrange them as an association and standardize all forms used in a closing, they can cut many dollars from the cash required of their buyers. Builders will have to stop being haphazard about closings if they want to bring down the costs."

Fromkes points out that City Title handles many closings for other New York builders, using its standard forms. Average costs run $75 to $100—excluding prepayments. That is still far below the price of a typical New York closing.

Low costs in a high-cost city

Miami is a city of notoriously high closing costs. (Savings and loans often charge home buyers discounts on conventional mortgages and run initial cash requirement as high as $1,000.) But the area's biggest builder (and biggest in the South), the Mackle Co., is charging its FHA and VA buyers less than half the closing costs asked by its competitors.



"We have found that any uniformity applied to a closing operation reduces the cost."

How? James McCaughan, who handles the Mackle financing, explains: "Mackle is absorbing certain closing costs in order to accomplish the lowest possible cash outlay and boost sales. Our buyer's first question when he looks at a house is 'How much down?' The average subdivision in Miami is asking, $450 to $500 in closing costs (with prepayments). Mackle does it for half that."

Competitor calls it crazy

Mackle, which built 2,003 homes in 1956, does not charge a 1% mortgage placement fee in its sales nor is there a charge for survey or VA, FHA or lender inspections. The detailed costs for a $10,200 house:

Item	*Cost*
Credit report	$2.50
Recording fee	5.25
Title insurance	92.00
Documentary stamps	9.90
Intangible tax (state)	19.96
TOTAL	$129.61

Another builder, in a competitive price range and building near Mackle in Miami, told HOUSE & HOME he called VA to check whether the Mackle closing costs, as advertised, were legitimate. He found they were.

HOW CLOSING COSTS VARY

In the same metropolitan areas, where identical local laws and customs prevail, closing costs show an astonishing range, HOUSE & HOME*'s survey discloses. Here are typical high and low costs on FHA or VA new house sales in ten major cities. All houses but one were in the $12,000 to $15,000 bracket. All costs exclude insurance prepayments.*

CITY	LOW	HIGH
San Francisco	$150	$350
St. Louis	$250	$300
Portland	$145	$165
New York	$ 75	$300
Kansas City	$ 75	$320
Philadelphia	$ 35	$240
Los Angeles	$160	$215
Miami	$130*	$350
Omaha	$200	$335
New Orleans	$250	$375

** On a $10,200 house.*

Even so, he contends "a builder is crazy to cut his closing costs." The second builder is charging his buyers:

Item	*Cost*
Credit report	$3.50
Recording fees	5.00
Intangible tax stamp	25.40
Documentary stamps	12.70
Title search	25.00
Title insurance	128.50
Survey	5.00
VA inspections	15.00
1% mortgage placement fee	127.00
TOTAL	$347.10

Elbel outsells others, 5 to 1

Elbel Construction Co. of Kansas City has cut its closing costs to $75 *including* insurance and tax prepayments. It offers this minimum closing fee on FHA, VA or conventional terms and has promoted it extensively in advertisements as the Elbel "minimum move-in plan." It applies to homes priced from $13,500 to $15,995. Details:

Item	*Cost*
Credit report	$2.00
Survey	10.00
Mortgagee's title policy	5.00
Recording fee	8.95
Hazard insurance	37.56
Escrow fee	2.56
County-state taxes	8.93
TOTAL	$75.00

To achieve this cost, Elbel reduced the amount of the tax and insurance prepayment, cut entirely a 1% loan placement fee and in cooperation with its closing agent reduced the other closing fees. Before the cut Elbel had asked $285 total costs.

As with Mackle, Elbel absorbs most of the cost cut, but considers it well worthwhile. Elbel is selling 60 homes a month. That, the firm says, is five times as many as any competitor. Sales Manager Murrell Smith credits the $75 closing cost for the sales record.

One of Elbel's competitors, building in the same price range, is charging:

Item	*Cost*
1% mortgage placement fee	$180.00
Survey	12.50
Hazard insurance	104.00
County-state taxes (one month)	13.00
Recording fee and stamps	6.50
Credit report	3.50
TOTAL	*$319.50

* If the house is sold FHA, a ½% original servicing charge is added.

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New flooring developments help you create

decorative unity



in all your split levels

Split-level construction, coupled with open planning, makes decorative unity in your homes extremely important. Because several areas are visible from many parts of the house, they should be united decoratively for the most pleasing effect. Until recently, floors were a problem in decorating the split level. It was seldom practical to use the same flooring material on all levels. Today, new Armstrong flooring developments have solved this problem.

Sheet Plastic Floors

One recent Armstrong development, Hydrocord* Back, permits the use of Armstrong Terrazzo* and Decoresq® Corlon (sheet plastic) on grade-level slabs. These are the first sheet flooring materials with built-in resistance to alkaline moisture. The identical patterns with regular backing are available for suspended floors.

Resilient Tile Floors

Most types of Armstrong Resilient Tiles can now be used on and below grade as well as on suspended floors. These include Armstrong Rubber Tile and Custom Corlon Tile (homogeneous vinyl) as well as Armstrong Asphalt Tile and Excelon Tile (vinyl-asbestos). Armstrong Cork Tile and Custom Vinyl Cork Tile also can be installed on grade in accordance with Armstrong specifications.

The variety in Armstrong Floors offers the widest choice of types, styles, and colors in all price ranges for your split levels. The Armstrong Bureau of Interior Decoration will gladly work with your flooring contractor and color coordinator in suggesting floor selections to give your homes added appeal through decorative unity.

Free Merchandising Aids

When you use Armstrong Floors in your homes, you gain the advantage of the best-known name in floors. Feature the Armstrong name in your advertising; point it up in your model home. Use these free helps: **Floor Identification Signs, Literature, Special Floor Offer for Model Home, Newspaper Ad-Mats, Radio and TV Commercials, Salesmen's Sales Pointers.** They are available through your flooring contractor or the Architectural-Builder Consultant in the Armstrong office nearest you. Or, write direct to Armstrong Cork Company, 1604 Sixth Street, Lancaster, Penna.

*TRADE-MARK

Armstrong a b c ARCHITECTURAL BUILDER CONSULTANTS

Decorative unity in split levels

. . . a merchandising idea from the Armstrong Architectural-Builder Service designed to help you sell your homes faster, more profitably.



In the split level, above, Armstrong sheet plastic Corlon with new Hydrocord Back was installed over grade-level concrete and flashed up the stairs to the suspended level. The virtually seamless sweep of the distinctive Terrazzo design in a single coloring unites the entire house decoratively.

The split level, at left, has an installation of Armstrong Imperial* Custom Corlon Tile on all floor levels. This is one of the most luxurious floors available for every room in the home. It's a homogeneous vinyl floor that will withstand the heaviest wear with minimum care.

Armstrong

THE MODERN FASHION IN

FLOORS

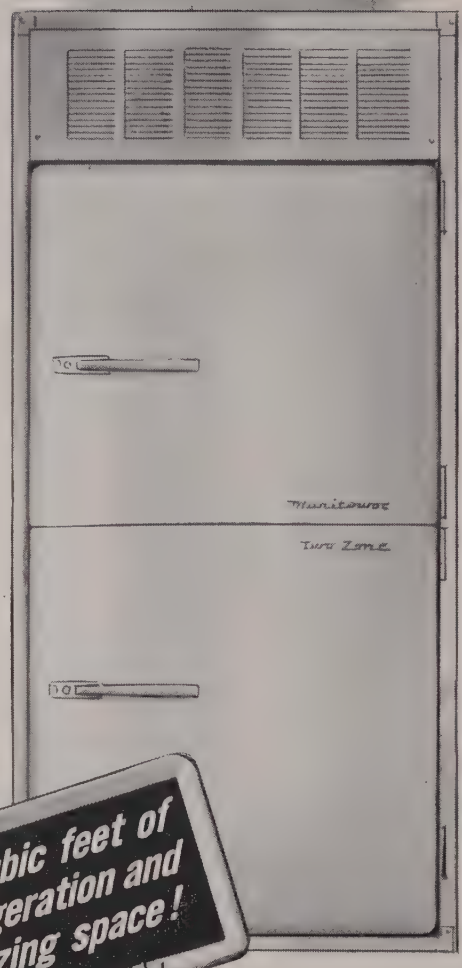
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YOU'LL BUILD IT BETTER–SELL IT SOONER–WITH

Manitowoc

Built-in 2-Zone®

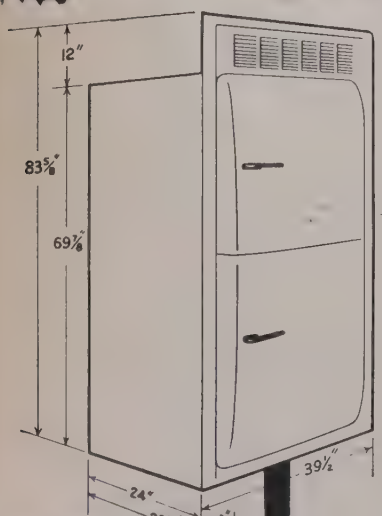
...world's only family-size built-in refrigerator-freezer



Compactness for small home planning, bountiful living for your luxury homes, and the only truly full-size capacity combination for modern families. A 10 cubic foot refrigerator featuring *Cold-Flo* to dissipate frost before it forms — and 13 cubic foot, 455 pound capacity freezer with superfast, supercold freezing anywhere in compartment. Highly adaptable, left or right doors, smart new squared-up styling, choice of beautiful finishes: antique copper, stainless steel, and white.

You really make it a dream kitchen — delight the housewife, who makes or directs those big home-buying decisions — with a 1957 Manitowoc built-in 2-Zone.





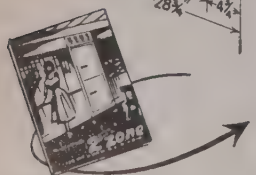
No installation more simple than this

Manitowoc built-in 2-Zone is a *completely equipped package* — all ready to slide into basic built-in space.

Single compressor is part of the unit — mounted in place, ready for superbly efficient operation.

Bigger by 10-cubic-foot average than any other similar unit — but requires little more space, if any. Only 36" wide, normal cabinet depth.

Plan the kitchen that sells the house — with the biggest and best that modern families *need* — Manitowoc's built-in 2-Zone.



Mail the coupon today for complete details on features and specifications of the new Manitowoc built-in 2-Zone.

Guaranteed by Good Housekeeping

COMMENDED PARENTS' MAGAZINE

Manitowoc EQUIPMENT WORKS
Manitowoc, Wisconsin

Please send complete information, without cost or obligation, on the new Manitowoc built-in 2-Zone.

Name.....

Firm.....

Address.....

City.....Zone.....State.....

continued from p. 61

Two plans to offset sales drag of high closing costs

Even if you can't cut high closing costs, you can lessen their bad effect on sales.

California builders are succeeding with two schemes to reduce the initial cash required from buyers. Details:

• An increasing number of Los Angeles builders have turned to the sales contract, with conventional financing. A builder gets loans on all his homes in his own name. His buyers agree to pay for the home on contract. The deed remains with the builder.

Hadley-Cherry, for example, sell homes priced from $10,000 to $11,000—including closing costs of $42.50. Buyers pay $295 down plus $50 prepayment for insurance. Of course the buyer still pays the closing costs, but in his monthly payments. The buyer gets title (and the mortgage) to the home when he has paid enough to reduce the sum owed Hadley-Cherry to the amount of the mortgage. The monthly payments average $60 (excluding impounds) of which Hadley-Cherry gets $10, the mortgagee the rest.

Ray Cherry credits the sales-contract type financing with keeping his sales up while others in Los Angeles have fallen. "We have sold lots more houses than we ever could have under VA financing," he says.

If he had sold the same houses with VA financing, closing costs would have been $300 to $400 plus 2% down payment.

• Other builders have stayed with the VA program but have gone into rent-to-buy schemes. They lump the down payment and closing costs together, rent the house to a would-be buyer and give the buyer title when he has paid off this sum. VA frowns on this financing but has not stopped it.

CANADA:

Government moves to force banks to buy mortgages

The Bank of Canada has moved to force Canadian banks to put their $6 billion of long-term deposits into mortgages and other long-term investments.

A new bank ruling would prevent Canadian banks from using savings-account money for short-term loans (some of which yield higher rates).

Canadian bankers have agreed to put up $150 million of mortgage money under NHA, enough for 12,000-15,000 houses but less than the $235 million issued last year. But this does not "imply concurrence" with "fundamental banking system changes," they insist.

Starts down 55% from 1956

Housing starts in Canada are off 55%. Only 2,000 units were started in January and February, compared to 4,500 in 1956. There is a reported overhang of 3,000 unsold homes.

Despite this, Les Wade of Calgary, president of the National House Builders Assn., blames tight money for the drop in starts: "There is talk that housing is soft. But housing is soft only where a large down payment is required. . . . There is still a demand for homes which require only $2,000 to $3,000 down."

Starts were reported 50% off in Vancouver with 340 unsold homes. Nearly all required down payments of $7,000 or more. Montreal reported starts down 55% while Toronto's are down 65%.

SEGREGATION:

Builders rebuked for not pushing interracial housing

Should home builders and realtors promote interracial housing?

The Connecticut Commission on Civil Rights feels they should. But in a sharply worded, 115-page report on the progress of integration in Connecticut the commission concludes that they are not.

Writes Dr. Henry Stetler, commission research director: "The greatest deficiency of the white community has been the virtual absence of any initiative by responsible developers and builders in making new housing available to Negro families on a non-segregated, open-occupancy basis.

". . . Developers simply do not sell lots or houses to Negroes in new, private residential developments in Connecticut. In the majority of cases if a Negro wants a new home, he either has to have it built for himself or purchase it through an intermediary."

Stetler, just for the record, takes note of the builders' reasons for refusing to sell to Negroes, though he is obviously not sympathetic: ". . . Many [builders] fear that a sale to a Negro may jeopardize other sales to whites. They pursue a course of action which, in their estimation, coincides with the prejudices of whites who might purchase homes in the subdivision."

Stetler takes a solid slap at the NAREB code of ethics which demands realtors "not be instrumental in introducing into a neighborhood a character of property or use which will be clearly detrimental to property values." This simply means that realtors should not try to sell homes in white neighborhoods to Negroes, Stetler insists. "Therefore they [realtors] must assume their share of the responsibility for discrimination against Negroes in the purchase of homes."

Stetler finds other minus factors and a few encouraging signs in his study of Connecticut's interracial neighborhoods. (Neighborhoods in transition from white to Negro or with a majority of Negro families were excluded as not truly interracial.) His interviewers spoke to 219 of the estimated 600 Negro families living in interracial neighborhoods, then talked to 390 of their white neighbors. Stetler told HOUSE & HOME he regards two findings quite significant and encouraging:

1. White families will accept Negroes in a white neighborhood. There was no panic selling of homes. Half of those interviewed—both white and Negro—had lived in the neighborhood more than eight years.

2. White families will move into interracial areas. Half of the white families interviewed had moved into the neighborhood after the Negro families.

Stetler says the study showed clearly that the neighborhoods are non-segregated rather than integrated. Though Negro and white families live in the same areas as neighbors, there is very little social intercourse between races in the home. There is even less outside the home. The only notable exception is among the younger children who play together often. But even this relationship tapers off greatly when the children take part in activities outside the home like attending movies or club meetings.

Other significant findings cited by Stetler:

- Eighty-three per cent of the Negro families and 64% of the white families said they really like their neighborhood; 13% of the Negro families and 24% of the white like it but see nothing special about it; 4% of the Negro families and 11% of the white don't like the area and would like to move.
- One-third of the white families approve of having Negro neighbors. Another third conditionally approve and 29% disapprove. (Six per cent don't know.)
- Thirty-eight per cent of white families said they would buy a home in an interracial neighborhood again but 41% would not; 21% did not know.
- Negro families are better educated than their white neighbors—11% having received graduate training and 26% college training vs. 3% graduate and 18% college among whites. Only 7% of all Connecticut Negroes have attended college.)

PUBLIC HOUSING:

New York probes charges Reds turn projects into slums

The New York Housing Authority, long held up as a model for other public housing authorities, has been dragged from its lofty perch.

The New York *Daily News*, in a 15-article exposé based on two months of investigation, shocked New Yorkers in February and March with well documented charges that:

1. "A powerful and solidly entrenched Communist clique has all but taken over" the housing authority with the ultimate aim of making slums of public housing.

2. The reds seem to have progressed quite far—judging from the condition of the city's 90,000 units (19% of the nation's total). The *News* asserted most of the 82 New York projects are badly deteriorated due to poor construction and bad maintenance.

3. Public housing in New York has become the center of juvenile crime in the city—frequent site of unreported rape, muggings and assaults.

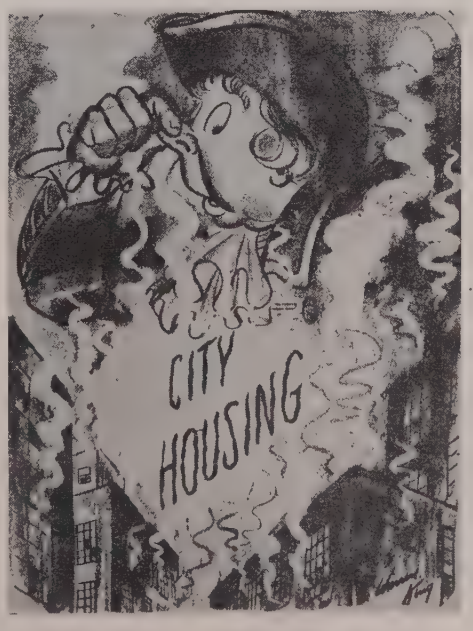
Within two days after the series started, Republican legislators in Albany demanded that Gov. Averill Harriman investigate. Democrat Harriman thought about it two weeks, finally appointed a state investigator to review all charges.

City Investigates

New York Mayor Robert Wagner already had City Commissioner of Investigations Charles H. Tenney on the case (though the mayor pointedly said that Tenney had been investigating communism in the housing authority for two years). Wagner also ordered an administrative probe of the authority.

The Public Housing Administration, which subsidizes 31 of the city's 82 projects, also showed interest—asked the *News* for a complete file of the stories. PHA officials indicated to the *News* that they may investigate the matter themselves.

TO THE HIGH HEAVENS



Warren King, NY Daily News

(New York City has three types of public housing: federally aided with a family income limit of $4,600 a year; state-aided with $5,990-a-year income limit and the city's middle-income project with a $6,900 income limit. By contrast, National Homes Corp. found last year that its typical customer, married 10 years with two children, earns only $5,395 a year.)

Throughout all, the housing authority remained discreetly silent. Project managers and other key personnel were instructed not to speak to *News*men

Deterioration 'obvious'

The *News* was not surprised by the stir. Said Tenold Sunde, special features editor who directed the series: "The series was undertaken because of obvious, visible signs of bad management, tenant unhappiness and deteriorating projects."

The Communists in the housing authority were not named—at the request of Investigator Tenney, the *News* said. The paper did say two of the reds were "high in the city housing authority" and five manage projects.

Communists are interested in enlisting party members in the housing projects as well as turning them into slums, the *News* reported. It quoted Mildred Blauvelt, for nine years an undercover agent within the Communist party: "The ultimate aim is to recruit party members in the projects. If they could get a tenant interested enough the reds would lead them on by offering to send them to meetings of red fronts as far away as Washington or Chicago. The trips would be financed by the Communist party."

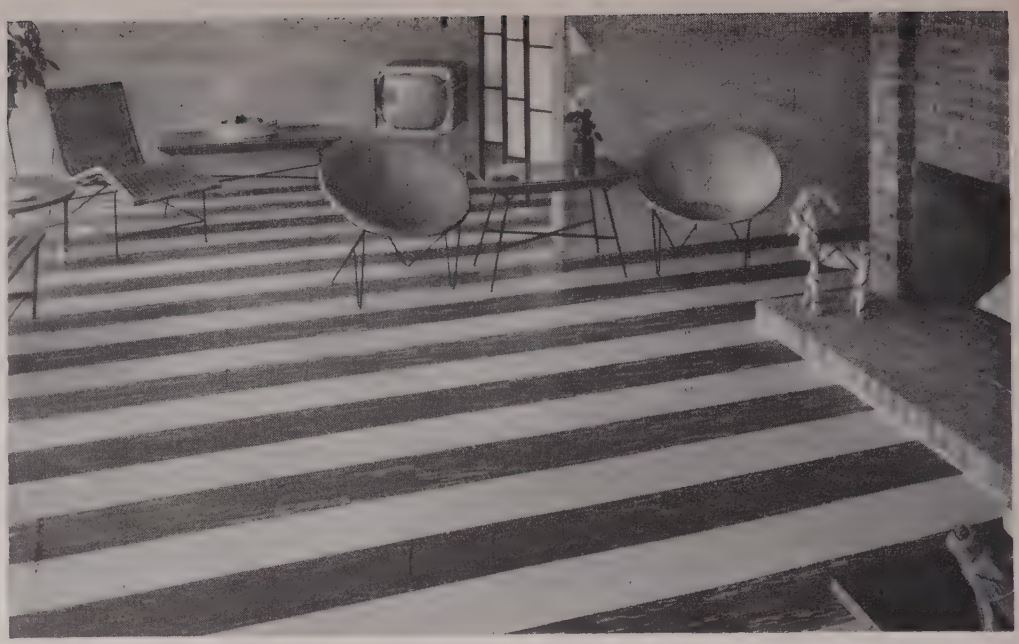
Communists also got preferential treatment when they wanted admission to public housing, the *News* said. It quoted one former party member: "Within 48 hours after I mentioned to one Communist who worked for the housing authority that I needed an apartment he produced one for me."

The reds successfully force non-Communists out of the housing authority, the *News*

continued on p. 68

Flexachrome Vinyl-Asbestos Floor Tile was used in the basement recreation room, bath and laundry of Electri-Living Home in Wheaton, Ill. Built by Graeme Stewart. Architect: Edward D. Dart, A. I. A.

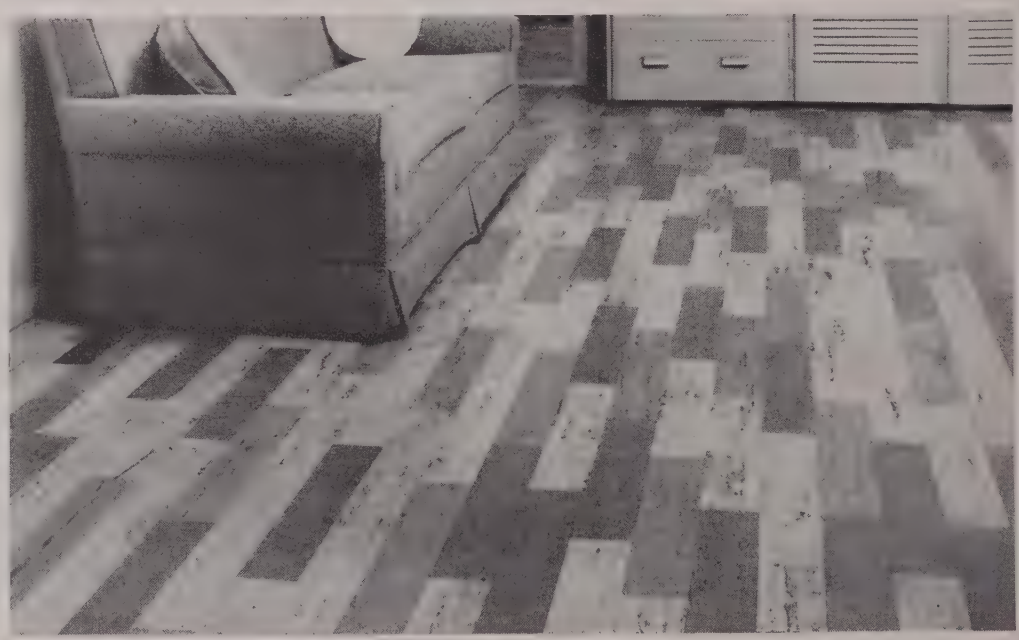




Floors that help sell many homes . . .TILE-TEX

Tile-Tex's exclusive "plank-shaped" floor tile, Modnar, was used in the Electri-Living Home in Lexington, Ky. Built by Gault Brothers. Architect: Carrol S. Rankin, A. I. A. Photographs by LIVING for Young Homemakers.





TILE-TEX Floor Tile Products are *tops!* They make new homes look "custom-made".

That's why so many builders, architects, and realtors specify Tile-Tex products in their homes . . . and feature them in their model homes.

There's a Tile-Tex floor for many or all rooms in your houses, too . . . no matter what the style or price range.

Tile-Tex is a pioneer in the manufacture of asphalt, vinyl-asbestos, and greaseproof floor tiles. All can be installed satisfactorily in basements, on concrete slab foundations or over wood sub-floors.

They are available in a variety of gauges . . . over 100 customer-pleasing colors . . . and in marble, terrazzo-type and cork-type patterns. Each line has been color-styled by a group of top color consultants.

For Tile-Tex's complete line in color, see our catalog in these SWEET'S FILES: Light Construction 7c/Ti and Architectural 13i/Ti.

Your local Tile-Tex Flooring Contractor will be happy to show you samples and quote you prices.

THE TILE-TEX DIVISION, THE FLINTKOTE COMPANY, 1234 McKinley Avenue, Chicago Heights, Illinois

In the 11 Western states: Pioneer Division, The Flintkote Company, P. O. Box 2218, Terminal Annex, Los Angeles, Calif.

In Canada: The Flintkote Company of Canada, Ltd., 30th Street, Long Branch, Toronto.

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Visit us during the N.A.H.B. Show in Booth 817 in Coliseum

TILE-TEX... *Floors of Lasting Beauty*

Manufacturers of Flexachrome*. . . Tile-Tex*. . . Tuff-Tex*. . . Vitachrome*. . . Holiday*. . . Mura-Tex*. . . Holiday Flexachrome . . . Korkolor† . . . and Modnar*, the plank-shaped asphalt tile.

*Reg. U. S. Pat. Off. †Trademark of The Flintkote Company

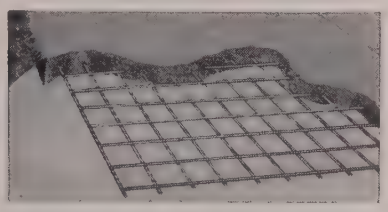
Sales facts to help sell your homes



The house market has been changing. Surveys have indicated this. But more important, sales have *proven* it. The rush for four walls and a roof is over. Today's home buyers are looking primarily for one thing: quality! Astute builders are following this trend . . . *and clinching the majority of sales.*

Built-In Quality

Reinforced concrete in and around new homes is an important mark of quality. It can help increase and maintain a builder's reputation for quality construction for years to come. That's because welded wire fabric acts as a tough steel bond, minimizing the unsightly effects of settling, heaving and shrinking. It keeps houses looking nice longer. But you must give concrete installations this extra strength during construction . . . *buyers cannot add it later.* The cost of this added strength and resistance to damage is low. Welded wire fabric increases slab strength 30%, yet adds less than 10% to the cost of the concrete. That's adding a lot of quality for very little money.



Telling the Buyer

Wire Reinforcement Institute is conducting a continuing advertising campaign to home buyers in two important consumer magazines, plus a broad publicity campaign informing them of the many advantages to be found in concrete reinforced with welded wire fabric. Your salesmen can make good use of this double-barrelled effort. Every available sales helper is to your advantage in closing the deal. Show *your* staff how to make the most of welded wire fabric.

For complete information on the advantages of reinforced concrete, as well as full engineering, design and installation instructions, mail the attached coupon.

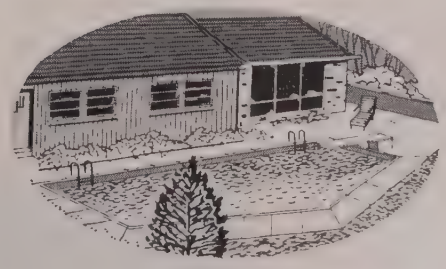
SMART HOME BUYERS ARE ASKING

"is it Reinforced"

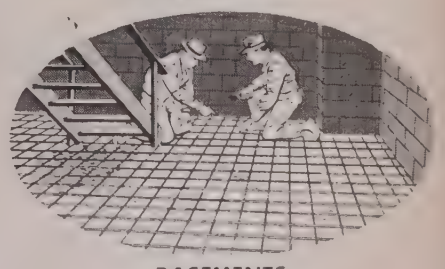
WIRE REINFORCEMENT INSTITUTE
National Press Building
Washington 4, D. C.

PATIOS

DRIVEWAYS



POOLS



BASEMENTS



CLIP AND MAIL

WIRE REINFORCEMENT INSTITUTE
Dept. A, National Press Bldg., Washington 4, D.C.

Please send me, without charge, a copy of manual OTS-6 on welded wire fabric.

NAME .....

COMPANY .....

STREET .....

CITY ..... STATE .....

continued from p. 65

saying that when communists wanted a person fired they would spread "gossip and innuendo along the grapevine painting the individual as immoral, homosexual, inefficient, or temperamental."

When the *News* sent men to see the condition of the city's public housing projects for themselves, the editors didn't pick just a small sample. Explains Editor Sunde: "We made sure we weren't being deceived by looking at only one or two bad projects, we inspected 40% of the projects, found the same conditions common to all."

'A mugger's paradise'

What are the conditions? Said the *News* of the Fort Greene Houses, a 13-year old project of 37 buildings in Brooklyn:

"Smashed windows in apartments stuffed with rags, newspapers and cardboard. Obscenities scrawled in four foot letters cover many walls. Knobs and locks are missing from doors; door stops are torn from their moorings.

"Ceiling sockets and bulbs are missing, making the hallways a mugger's paradise. Painters who had arrived at apartments before plasterers avoided gaping holes in the walls by painting neatly around the holes. Hundreds of benches have been demolished and even the concrete supports for the benches have disappeared.

"The outer wall of one building bore a huge wet stain, 10′ wide and five stories high. A member of the project staff explained 'The pipes in the inside wall must be bursting again.'

"Elevators and hallways everywhere reeked of urine. In building after building, 6′ sections of brass trim around the mailboxes have been ripped from the walls."

Talking to tenants, *News* reporters found many a case where maintenance was refused and tenants had to tolerate broken appliances and windows—even in cold weather.

Tenants cooperated

The *News* started its exposé intending to run five articles. The story grew so big, the series extended to 15 and could have gone on even longer, according to Sunde. Eight to 10 reporters worked on it full time for two months.

The paper received letters from tenants and some persons within the housing authority with more information on deterioration and communist influence. Many were forwarded to the legislature.

One benefit resulted almost immediately. Many tenants told *News* reporters that they began to get adequate heat and hot water for the first time this winter.

Editor Sunde was particularly impressed with the number of letters from tenants who suggested all public housing be put into the hands of private enterprise and operated on a businesslike basis.

As the series ended, the *News* editorialized: "We made this survey not to give public housing a black eye but because New York City Housing Authority itself was showing definite signs of internal rot. . . . City taxpayers who are supporting a great part of that housing deserved the low-down on where their cash was going. . . ."

• • •

As the *News* series began, New York State Housing Commissioner Joseph P. McMurray (who had helped *News*men spot deteriorated conditions) warned a conference of public housing officials they should "face up to mistakes and not let the enemies of public housing be the first to bring them to light."

NEWS continued on p. 73



Climate Control

without ductwork or window obstruction

Here is a central system that provides personal weather, room-by-room or zone-by-zone, all year 'round.

In basement or utility room — a boiler and a chiller, connected in parallel, and fitted with valves for seasonal shut-off.

In every room — one or more Webster Heating-Cooling Conditioners. Model C-80 (illustrated) fits within a double stud space. Model C-40 fits within one standard stud space. Compact, quiet units, moderate in cost . . . with individual unit controls. Choice of free-standing cabinet, recessed, or semi-recessed.

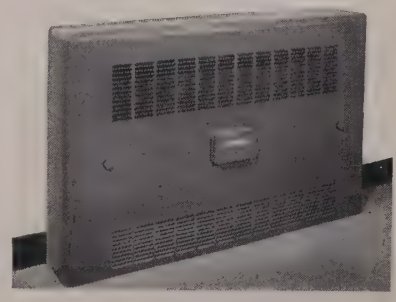
And the performance of every Webster Heating-Cooling Conditioner is backed by the skill and integrity of Webster's Finest Product — the Warren Webster Man. For more information or to see these fine units, call him today. Or write for Bulletin B-2001.

Warren Webster & Company, Camden 5, N. J. Offices in 66 principal U.S. Cities and Canada. Since 1888.

chilled water air conditioning in summer

•

hot water heating in winter



Webster's Finest Product . . . the Warren Webster Man

WARREN WEBSTER

HEATING . . . COOLING



Done in beautiful pegged Cherry *paneling, Craftwall for an 8 x 12 ft. wall costs about $73.00.*

Only Craftwall wood paneling can make such a quick and beautiful difference!

aftwall HAS THAT GENUINE HAND-RUBBED LOOK . . . PROFESSIONALLY PRE-IED TO GIVE THE MOST DURABLE, STAIN-RESISTANT FINISH KNOWN . . . EVERY IK" SELECTED TO SHOW THE RICH, NATURAL GRAIN!

trend to wood paneling in new homes keeps on growing. Leading ers know the sales magic of a beautifully paneled room . . . like this in glowing Cherry Craftwall wood paneling. The room is currently red in Craftwall advertising in *Better Homes and Gardens, Sunset* other national magazines.

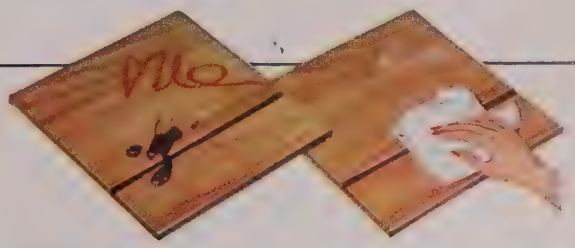
ULAR-APPEAL WOODS: *Elm*, two kinds of *Birch* . . . glowing *Maple* or *ry wood, Knotty Pine, Oak* . . . rich *Mahogany* and *Walnut.*

SELECTED WOODS give you clean, harmonious grainings. Tough Craft-finish takes abuse. Never needs waxing!

NSTALLATION. Modular sizes (48"x96" . . . 48"x84" . . . 32"x64" . . . 96") go up easily. Use nails or Roddiscraft Contact Cement. Craft- eliminates sanding, varnishing, holds down costs.

ANTEED FOR LIFE! Craftwall is guaranteed for the life of the installation, ed by Roddiscraft Guarantee Certificate.

VALUE. Craftwall increases the value of homes many times over the of the paneling itself. Coupon brings complete Builder's information.



WIPES CLEAN! *CRAYON, INK, EVEN NAIL POLISH, WON'T STAIN CRAFTWALL!*

The special Craftwall finish gives complete protection—even in the V-grooves. Proof: ink dripped in the grooves won't penetrate the wood as in ordinary paneling. It wipes right off. So, too, do smudges and spots. Just use a damp cloth.

SEND FOR FREE INFORMATION!

Roddiscraft Roddis Plywood Corporation
Dept. HH-457, Marshfield, Wisconsin

Please send me the Builder's Idea File on Craftwall wood paneling.

NAME_____

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CITY_____ ZONE_____ STATE_____


WESTINGHOUSE
Electric Dryer
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NEW...WESTINGHOUSE...EXCLUSIVE...!

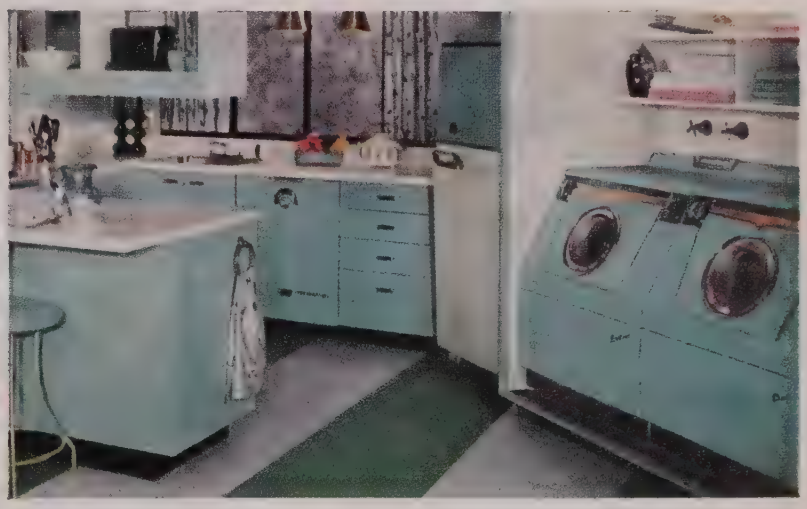
Complete Built-in HOME LAUNDRY IN 25 INCHES

Built-in Space-Mates install vertically

Westinghouse introduces an exciting new 25" wide Laundromat and matching 25" wide Clothes Dryer. The Dryer sits on top of the Laundromat in unique, vertical installation . . . provides a complete home laundry in minimum space.

Both models are completely automatic . . . will wash and dry a full family-size load of clothes. They are also available in free-standing models and in all of the new Westinghouse Confection Colors.

Undercounter Installation—Built-in Space Mates also install under custom counter surface for side-by-side use.



Deluxe Laundry Twins—America's favorite free-standing twins, the deluxe Laundromat and Clothes Dryer are shown adjacent to the kitchen. Both models have new Color Glance Controls plus many other deluxe features.



All models shown are available in new Confection Colors.



Wash 'N Dry Laundromat—First it washes . . . then it dries, all in a single, space-saving unit, 32" wide. Has Weigh-To-Save Door and Water Saver for economy, flexible controls and automatic operation. Can be built into closet or alcove as shown.

See your Westinghouse Distributor for complete details on Westinghouse Laundry Equipment, or write direct to our Contract Sales Department.

WATCH WESTINGHOUSE

*WHERE **BIG** THINGS ARE HAPPENING FOR **YOU!***

Westinghouse Electric Corporation, Major Appliance Division, Mansfield, Ohio



Let FORMICA® *Help with Your Model Home Promotions*

A big, consistent national advertising program, featuring kitchens like this, prompts your prospects to ask for Formica by name. In 1957 this program will be extended to include the NBC Television Show "Home" with Arlene Francis.

No progressive builder discounts the sales power of a well advertised brand name. But Formica doesn't stop here in helping you sell. We like to roll up our sleeves and help you close the sale with good hard hitting merchandising material at the point of sale – your model homes.

Last year for "National Home Week" we furnished a complete kit of display helps for builders to use in their model homes. This year the kit will be bigger and better.

As you plan now for the homes that represent your work to thousands of prospects, make sure your plans include Formica laminated plastic, the material that does more than just sit there – it works to pay its way. Ask your Formica distributor or local sales office for details.

Free! We have prepared a new builders catalog form No. 744 that gives you basic Formica installation details for walls and counter tops plus color swatch samples of the full line.

Write **FORMICA Corporation** *Subsidiary of* CYANAMID
4613-7 Spring Grove Ave., Cincinnati 32, Ohio

In Canada: Arnold Banfield & Co., Ltd., Oakville, Ontario.

Customers buy Formica because it is a brand name they know and trust.

DEMAND THIS CERTIFICATION

We protect this faith in our product by certifying every sheet with a wash-off Formica marking. It is for your protection and guarantee that you are getting genuine Beauty Bonded Formica.

This mark certifies genuine

RUB OFF WITH LOTS OF BAR SOAP ON A DAMP CLOTH

Beauty Bonded FORMICA Laminated Plastic

Guaranteed by Good Housekeeping

Seeing is believing. If this wash-off identification is not on the surface, it's not FORMICA.

continued from p. 63

MATERIALS & PRICES:

Industry fights 22% freight rate boost; would hike home costs

Freight rate increases now demanded by the nation's railroads would add at least 0.8%—and probably a lot more—to the cost of every new home in the US.

So contends Builder Bill Levitt. He has filed a strongly worded protest with the Interstate Commerce Commission against a proposed 22% rate boost. (An 0.8% increase on 1956's median home—$15,200—would add $121 to the cost.)

The big increase confronting builders is coming in two bites.

A 7% emergency rate increase has already been granted eastern and western railroads. They are petitioning for 15% more for a total of 22%. Southeastern railroads have been granted a 5% emergency increase. All but two are seeking 10% more.

All the increases are subject to the usual hold-downs, limiting the size of the hike on lumber, millwork and some non-building items. Despite hold-downs, the rate boosts are being strongly opposed by the Natl. Retail Lumber Dealers Assn. and the Natl. American Wholesale Lumber Assn.

Levitt wrote the ICC: "Any freight rate increase of the nature being sought would inevitably be borne by the ultimate purchaser of the house. Increasing costs of housing reflected in increasing prices to the consumer would, in my opinion, further depress the housing industry and the vast industry sources closely associated with it."

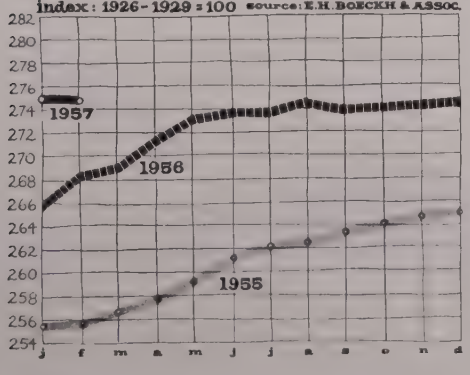
Higher freight rates will raise housing costs at both the builder and the producer level, Levitt warns.

"Careful review of our cost data indicates that should the . . . freight increase become effective the additional cost of building materials and appliances in our homes would range from $96.80 to $178.20," he said. His breakdown: $96.80 on the $11,990 Jubilee model, $110 on the $14,500 Pennsylvanian and $178.50 on the $19,500 Country Clubber.

What about higher costs for producers? Levitt cited his company's appliance purchases from General Electric. "Obviously the prime materials used by the General Electric Co. [for] appliances are sent to Louisville [where the plant is located] from various producers throughout the country. Any freight rate increase would be reflected in the manufacturer's appliance price to cover added costs of steel procured in Pittsburgh, frit* obtained in Chicago, etc."

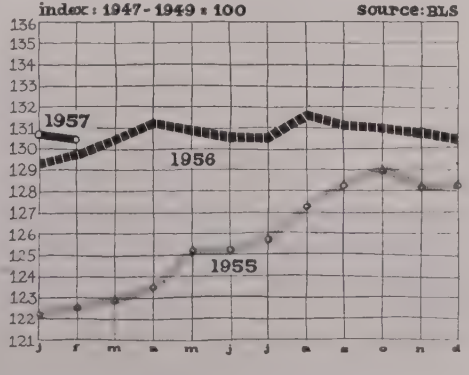
A few railroaders oppose any hike beyond the emergency increases. One, Harry A. Debutts, president of the Southern Railroad, agrees that the roads have a serious revenue problem but declared: "A large rate increase . . . is not the answer. It drives business to our competitors." His answer: much bigger volume.

**The partly fused, but unvitrified, materials of which glass is made.*



Boeckh index rises 0.2%; further increases due

Boeckh's index of residential building costs rose 0.2% in February. Minor adjustments in several cities (notably on brick and wages) accounted for the increase, Col. E. H. Boeckh says. He expects costs to continue to rise, though at a slower rate than in 1955 and 1956. Chief pressures: labor and a probable freight rate hike.



Materials prices unchanged from January; up 1% in year

Building materials' costs showed no change in February, remaining at 130.5 of their 1947-49 base period. The index is 1% above its level of a year ago. But lumber and wood products are down 4.7% from 1956 while asphalt roofing is up 15.8%, window glass and heating equipment up 5%, paint up 4.2%.

Materials producers report high sales, earnings for '56

Most of the firms that produce materials for the home building industry fared much better than the industry itself last year.

While housing starts were off 17%, annual reports on earnings of materials firms shows that, with rare exceptions, 1956 was just as good or better for business than the banner home building year of 1955.

Among the gypsum producers, for example, only Bestwall and Ruberoid showed a sales decline from 1955. Bestwall, National Gypsum and Ruberoid had lower earnings per share of common stock.

Weyerhaeuser Timber, largest US wood products producer, had a 2.5% sales increase with earnings per share up from $1.98 to $2.06.

Georgia-Pacific Plywood reported sales up 32% (partly due to mergers) and earnings up from $2.53 to $2.84 because the company "owns our own low-cost timber" and has a widely diversified line not largely dependent on home building.

Appliance companies, cement and metal producers had high sales in 1956 with earnings about equal in most cases to 1955.

The complete sample:

Company	% Change In Sales From 1955 To 1956	Earnings Per Share 1956	1955
Appliances			
Trane Co.	38.0	$2.90	$1.74
Whirlpool-Seeger	22.0	2.40	2.25
Westinghouse	6.0	.10	2.46
Crane Co.	13.0	4.40	3.60
General Electric	18.0	2.46	2.41
Worthington Corp.	20.0	6.11	5.21
Gypsum Products and Roofing			
Johns-Manville	9.0	3.79	3.68
Flintkote	6.0	3.97	3.57
Bestwall Gypsum	—7.0	5.22	6.18
National Gypsum	2.0	3.61	4.61
U. S. Gypsum	2.7	5.01	4.98
Ruberoid	—6.0	2.90	3.05
Lumber and Wood Products			
Weyerhaeuser Timber	2.5	2.06	1.98
Georgia-Pacific Plywood	33.0	2.84	2.53
Cement			
Alpha Portland Cement	13.4	3.45	2.72
Giant Portland Cement	3.8	1.74	1.57
Lone Star Cement	3.0	2.20	5.11
Lehigh Portland Cement	6.9	2.82	5.92
Prefabbers			
Harnischfeger Homes	22.5	4.16	2.02
National Homes	—18.0	1.61	1.48
Steel and Metals			
Kaiser Aluminum	14.0	2.71	2.43
Alan Wood Steel	19.0	4.04	3.32
Alcoa	2.4	4.24	4.18
U. S. Steel	3.2	6.01	6.44
Jones and Laughlin	6.6	6.63	7.73
Bethlehem Steel	11.0	15.33	18.09
Glass			
Libby-Owens-Ford	7.9	5.59	6.93
Owens-Corning-Fiberglas	7.0	1.66	3.48
Owens-Illinois	6.0	4.49	4.54
Pittsburgh Plate Glass Co.	2.5	5.62	6.26
Miscellaneous			
Yale and Towne	17.0	3.01	2.82
Monsanto Chemical	3.7	1.80	1.98
Armstrong Cork	0	2.56	2.83
Minneapolis-Honeywell	18.0	3.40	2.98
Minnesota Mining and Manufacturing	17.0	2.30	2.07
Phelps Dodge Corp.	18.5	8.72	7.28
E. I. DuPont	—1	8.20	9.26

NEWS continued on p. 76

now...lath and plaster

when you build with the
Three Keys to Stronger Plaster
KEYMESH · KEYCORNER · KEYBEAD



are better than ever!

Every day, builders and contractors are discovering the big advantages of building with plaster reinforced with Keymesh, Keycorner and Keybead.

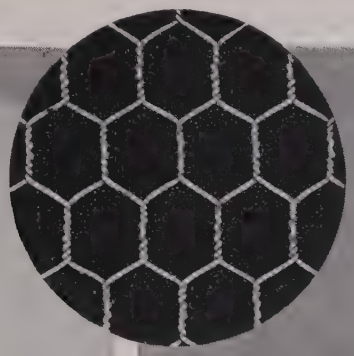
For example, Keymesh adds 50% greater fire safety to plaster ceilings in frame construction. It triples the fire endurance limit of open web, steel joist construction. And when you fireproof steel beams and columns with Keymesh reinforced plaster, the reduction in the insurance rate soon pays for the fireproofing.

Keycorner economically provides the extra strength that takes the worry out of trouble spots like corners, wall-ceiling junctures and joints.

Keybead allows exacting work on outside corners where ordinary beads fail. You save time and money.

In addition to these hidden values, the Three Keys help make plaster even more beautiful, more easily adapted to any design requirement.

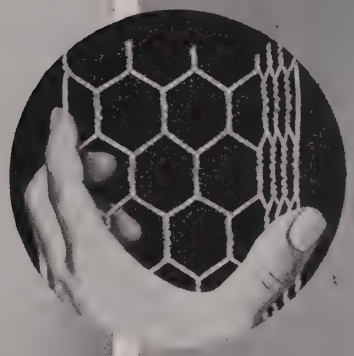
For far better construction that costs very little, ask your plastering contractor to figure your jobs with the Three Keys to Stronger Plaster.



KEYMESH

Tests prove that Keymesh-type Galvanized reinforcing lath increases fire safety of plaster ceilings a minimum of fifty per-cent . . . in some cases many, many times more. Since this is true by actual fire tests*, imagine the extra strength that a Keymesh ceiling or wall has against ordinary, day-to-day stress and strain. The hex mesh is a network of reinforcement. Plaster completely embeds the steel wires to make a solid, reinforced ceiling or wall. Keymesh stops plaster cracks before they start. It makes lath and plaster better than ever.

*Building Materials and Structures Report 141 National Bureau of Standards.



KEYCORNER

Keycorner is the only Galvanized strip lath preformed to fit corners, joints and wall-ceiling junctures. Just flex it—it bends to corner shape. It goes up quickly, easily. And what reinforcement! Corners and joints are no longer trouble spots when you build with Keycorner. It knits the plaster into a single, solid unit, reinforced at points of most strain. And it costs so little for this protection, this extra life for your plaster job. Keycorner pays big dividends in client satisfaction. See that it is used when you build with plaster. It makes lath and plaster better than ever.



KEYBEAD

New Keybead Galvanized lath makes possible exacting plaster work where ordinary corner bead fails. Keybead is straight, end to end. No waste. It's easy to true up. And Keybead makes a solid plaster corner! Plaster is easily troweled through open mesh flanges to fill corner and completely embed every reinforcing wire. Twenty-three gauge Galvanized steel nose—no other regular corner bead provides such protection against shock. Keybead is also available with solid zinc nose for use in highly corrosive atmospheres. Ask for Key Z Bead.



KEYSTONE STEEL & WIRE COMPANY
Peoria 7, Illinois

KEYMESH • KEYCORNER • KEYBEAD • KEYSTONE NAILS
KEYSTONE TIE WIRE • KEYSTONE WELDED WIRE FABRIC
KEYSTONE NON-CLIMBABLE AND ORNAMENTAL FENCE

continued from p. 73

Quality

. . . means more for YOU*

. . . means more for your CUSTOMER**



Permalume 172-B Double-rollaway tub enclosure with "New Orleans" sand-carved design.

QUALITY means Permalume **SHOWER ENCLOSURES**

***Feature the BATHROOM . . .**

A beautiful bathroom is the sales-clincher to Mrs. Homebuyer. Nothing adds the bathroom glamor, the labor-saving practicality of a Permalume Shower Enclosure.

****Quality is the KEY WORD . . .**

Today's buyer's market in building demands quality in construction and detail. There is no substitute for Permalume, America's best designed and engineered, and most-wanted shower enclosure.

*****Save YOURSELF . . .**

Permalume Shower Enclosures install in minutes on any finished walls. Tub enclosures install without drilling tub walls or rim—no screws necessary. Heavy 7/32 sheet glass.

******Presold and GUARANTEED**

Nationally advertised and accepted. UNCONDITIONALLY GUARANTEED for 17 YEARS.

For name of your nearest distributor and further information, fill out this coupon and mail to:

Shower Door Company of America
Dept. HH-457
1 Permalume Place, N.W., Atlanta, Ga.

Name_____

Address_____

City and State_____

Shower Door Company OF AMERICA
1 PERMALUME PLACE N.W. ATLANTA 18, GA.

WORLD'S LARGEST MANUFACTURERS OF SHOWER ENCLOSURES

FHA survey again ranks Cleveland as the costliest place to build a house

Cleveland has regained home building's most unenvied title—the highest cost city in the US, as figured by FHA.

FHA's semi-annual report of comparative construction costs for a three bedroom, 1,138 sq. ft. frame house in 71 cities again gives Cleveland a cost of $13,181. Cleveland, highest a year ago, was second to Chicago last fall. (News, Oct. '56)

Chicago and 12 other cities reported lower costs for the standard home than they did last fall. (Chicago: $13,105 this time vs. $13,355 last time). FHA officials attribute this to corrections in appraisal practice, rather than any drop in actual costs.

Among other cities reporting lower costs were Portland, Ore., $745 lower, and Seattle and Hartford, both down $372.

Other results of the FHA study:

- Cleveland's unchanged cost of $11.58 per sq. ft. compares to $8.08 per sq. ft. of the lowest cost city, Columbia, S. C. Columbia's cost is up 8¢, based on a cost of $9,199.
- Of the 71 cities reporting, 30 showed an increase in construction costs from last fall. Pittsburgh jumped $1,077; Casper, Wyo., $709; San Francisco, $644; San Diego, $586. Of these 30 cities, eight are in the South, seven in the Far West, six in the Northeast.
- Nine of the ten lowest-cost cities of last fall are still in that select group. Lubbock, Tex. is the newcomer, replacing Houston. FHA's house has no basement. Excluded from cost estimates are heating, land, landscaping, financing, fire insurance and architectural services. Included are materials, labor, subcontracts, workmen's compensation, public liability and unemployment insurance, social security tax, sales tax, incidental job costs, overhead and profit.

FHA concedes the study is unfair, costwise, to areas where masonry is the commonest and cheapest type of construction.

Comparative costs in the 71 cities:

Cleveland	$13,181	Portland, Ore.	10,857
Chicago	13,105	Boston	10,838
Springfield, Ill.	13,000	Sacramento	10,819
		Jackson, Miss.	10,768
Reno	12,434	Jacksonville	10,722
Sioux Falls	12,359		
Milwaukee	12,272	Atlanta	10,624
Pittsburgh	12,264	Burlington, Vt.	10,586
Buffalo	12,156	Dist. Columbia	10,504
Columbus, O.	12,093	Baltimore	10,462
Des Moines	12,092	Newark, N. J.	10,459
Cincinnati	12,033	Richmond, Va.	10,458
		Kan. City, Mo.	10,456
Grand Rapids	11,964	Los Angeles	10,439
Detroit	11,954	Jamaica, N.Y.	10,436
Salt Lake City	11,706	Providence	10,410
Indianapolis	11,615	Camden, N. J.	10,348
Fargo	11,556	Little Rock	10,300
Miami	11,506	Tulsa	10,272
New Orleans	11,503	Albuquerque	10,264
Albany, N. Y.	11,462	Birm'gham, Ala.	10,209
Shreveport	11,431	Portland, Me.	10,202
Billings, Mont.	11,377	San Antonio	10,078
Omaha	11,375	Manc'ster, N.H.	10,077
Charl't'n, W.Va.	11,364	Tampa	10,071
Hartford	11,335	Wilmingt'n, Del.	10,067
Louisville	11,309		
Minneapolis	11,308	Houston	9,817
Casper, Wyo.	11,269	Lubbock	9,715
Boise	11,260	Charlotte	9,701
St. Louis	11,186	Philadelphia	9,623
Spokane	11,133	Memphis	9,613
Seattle	11,120	Oklahoma City	9,553
San Diego	11,068	Fort Worth	9,458
		Dallas	9,429
Denver	10,900	Phoenix	9,343
San Francisco	10,892	Knoxville	9,254
Topeka	10,874	Columbia, S.C.	9,199

MATERIALS BRIEFS

Gypsum producers disagree

The two biggest gypsum producers have reached opposite conclusions on whether to expand.

National Gypsum, second largest in the industry, will go ahead with a $95 million expansion program started two years ago. It has spent $58 million so far and expects to spend the balance by the end of next year. President Melvin H. Baker looks for an upsurge in building by that time.

United States Gypsum will spend only $8 million on expansion this year compared to $28.4 million last year. President Clarence H. Shaver points to overproduction of gypsum last year and the expectation of even fewer housing starts this year than in 1956.

'Even-foot' kitchen size asked

Makers of both steel and wood kitchen cabinets have asked architects and builders to provide even-foot inside dimensions in kitchens.

The reason: kitchen cabinet manufacturers use a 3″ modular system in their products, compared to the 4″ module recommended for home construction.

Asphalt prices go up

Three makers of asphalt roofing and building materials have boosted prices 4 to 6%.

Ruberoid Co. started the move with a 6% hike on asphalt shingles and roll roofing and 4% on saturated felt. Lloyd A. Fry Roofing Co. and Flintkote Co. quickly did the same. Johns-Manville and US Gypsum said they would wait.

This is the second increase in asphalt materials prices this year. The first, in January, wiped out a drop in November and December. The latest increase puts the prices of most asphalt producers 6% above the level of a year ago.

Costs plague road program

Rising costs of materials and labor have caught up with the $25 billion federal highway program.

The result: the $25 billion may finance little more than half of the 40,000 mi. of interstate roads it was supposed to.

In state after state, highway officials are coming up with estimates for specific projects 50 to 100% over those of 1954. And the $25 billion tag was set by Congress on the basis of the 1954 figures.

Sales emphasis asked

Air conditioning and heating producers put on the biggest display of their products in history in late February—but admitted their main concern now is not technical brilliance but more sales.

Walter Grant, vice president for research and development of Carrier Corp., summed up the feeling in a talk to the American Society of Heating & Air Conditioning Engineers at its Chicago convention.

"This has been an era of improvement, of consolidation and of acceptance. The industry has taken the brilliant technical and engineering advances prior to 1936 and has translated them into eminently marketable products and systems."

Even so, only 6% of all dwellings have

continued on p. 80

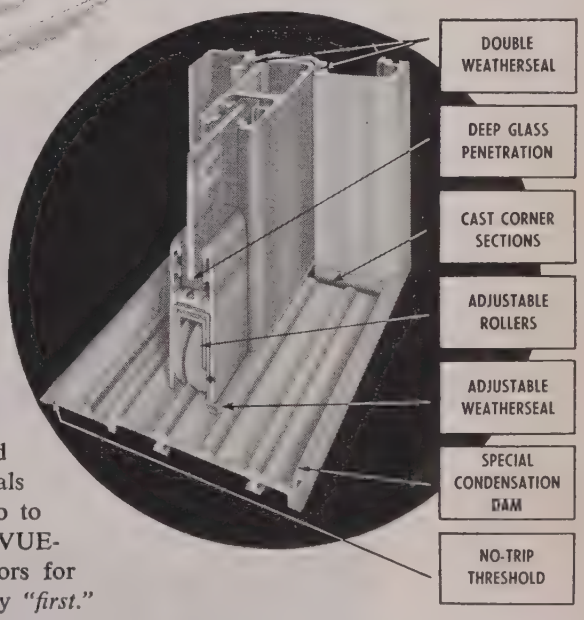
ShoDoCo World's Most Respected Name in the Manufacture of Glass Shower Enclosures

presents the newest . . .



Vue-Lume®
ROLLING GLASS DOORS

The World's first rolling glass doors with *All-Points Weatherseal, and *Unconditional 12 Year Guarantee



✳ Vue-Lume's exclusive AP (All-Points) Weatherseal of deep pile mohair at threshold, header, interlocker and jamb seals as snugly as a refrigerator.

✳ The sturdiest engineering design, the most exacting mechanical tolerances, and the finest quality materials obtainable allow ShoDoCo to unconditionally guarantee VUE-LUME Rolling Glass Doors for 12 years—another industry *"first."*

Exclusive PermaSatin finish, developed by ShoDoCo, gives Vue-Lume Doors beauty and hardness never before seen in aluminum.

Made in 6′ 10″ and 8′ heights, there are 24 standard sizes in 2, 3, and 4-panel models with widths up to 24′ — plus custom sizes to fit any opening — America's most complete range and line of standard models.

For name of your nearest distributor and further information, fill out this coupon and mail to:

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Dept. HH-457
1 Permalume Place, N.W., Atlanta, Ga.

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Shower Door Company OF AMERICA
1 PERMALUME PLACE N.W. ATLANTA 18, GA.

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NOW..a complete line of porcelain·on·steel fixtures from Crane:

CRANE CRESTMONT

BATHTUBS · LAVATORIES AND SINKS

NE The Preferred Plumbing



io—Formed of 12-gauge metal—ngest steel tub made. Graceful ry Dreyfuss styling. Five-foot x ½" wide.



***Olympic**—Strikingly modern panel design by Henry Dreyfuss. Five-foot x 31⅛" wide. Also, four-and-one-half-foot size (30⅝" wide).*



***2-185 bathtub** (Receptor type)—Makes possible a complete bath in limited space. 42" x 30⅝" wide.*

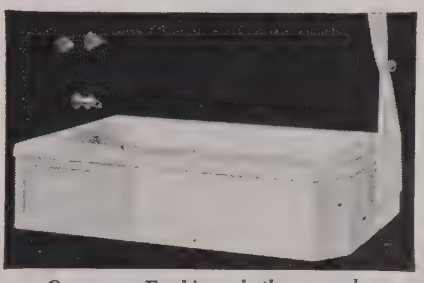
stmont fixtures by CRANE, e you the selling help of the most name in plumbing.

The Crane Crestmont line udes a wide selection of the st steel fixtures available. get the biggest choice of l bathtubs on the market, s the advantage of Henry eyfuss styling. And four erent styles of lavatories 8 kitchen sinks in Crest-nt's 18 models. Each fix-e available in six beautiful Crane colors as well as white.

Crestmont fixtures are extra rugged. And, the satin-smooth porcelain finish is fused on by an improved process that assures long-lasting, gleaming beauty. Crane Dial-ese controls available on all fixtures.

Get complete details on finest porcelain-on-steel fixtures made. See your Crane Branch or Crane Wholesaler right away.

EXHIBITOR NATIONAL HOUSING CENTER FIRST FLOOR



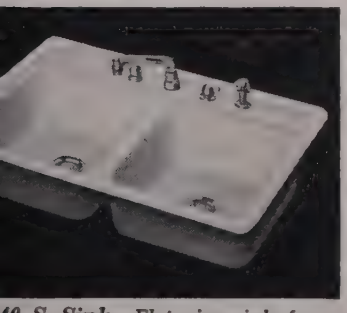
***Omega**—For bigger bathrooms where corner installation is desirable. Wide seating rim on side and end. Five-foot x 31⅛" wide.*



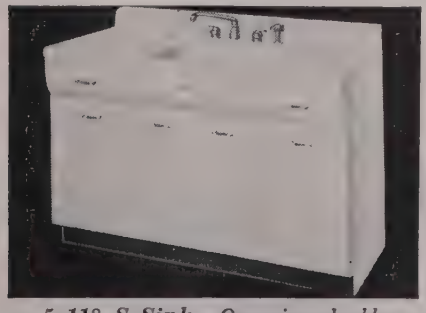
***Sterling**—Lavatory for installation with or without legs. Large, deep basin, handy shelf space. Size 20" x 18".*

RANE CO. 836 South Michigan Avenue, Chicago 5

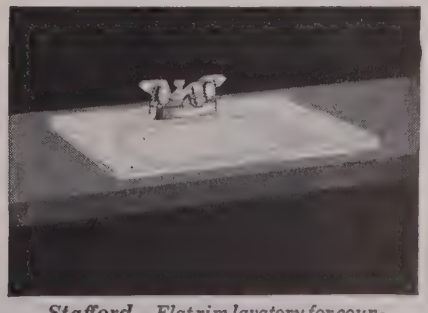
S • FITTINGS • PIPE • PLUMBING • KITCHENS • HEATING • AIR CONDITIONING



***40-S Sink**—Flat rim sink for nter-top installation available with without faucet ledge. Big, deep ins are 14" wide, 8" deep.*



***5-118-S Sink**—One piece double drainboard single basin sink with Crane undersink cabinets for storage. Overall size 54" x 25".*



***Stafford**—Flat rim lavatory for counter-top installation. Hidden overflow under rim in front. Big, deep basin. Size 21" x 17"*

continued from p. 77

any form of cooling at all, Grant said. "Although shipments of central cooling units in 1956 were around 175,000 units, the total installed to date represents only between 1% and 2% of saturation."

Will lumber stay cheap?

The first two weeks of April may well set the lumber price pattern for all of 1957.

Northwest mill operators say that if there is no significant increase in demand by mid-April, buyers can feel reasonably sure prices will remain low for the rest of the year. Though operators were anticipating a surge of spring orders from mid-February to mid-March, the demand failed to materialize.

Most lumber and plywood items remain at their winter lows, except for an occasional increase of up to $2 in some green fir dimension. Such increases came only if the specifications closely fit the buyer's needs. Random dimension remains $62 to $64M with specified green fir at the mixed car level up to $70M.

Fir studs are up to $54M compared to the winter low of $52M, a result of widespread stud mill closings.

Most northwest plywood mills have gone to a four-day week in hopes of keeping the $72M ¼" index price alive. But discounts from this price (considered the industry's break-even point) are quite common.

Western Pine, with many mills snowbound and production cut back sharply, continues as the only segment of the softwood industry with orders ahead of weekly production.

The fir industry, most sensitive to market conditions at the construction grade level, saw its production drop 9% in January and February compared to the same months of 1956. Orders were off 13.7% as home building continued to sag.

Battle of the boards (cont'd)

West coast fir lumbermen seem to be losing the battle of the boards—a fight they thought they had won last May (May '56, News et seq.).

The American Lumber Standards committee will hold a hearing May 16 in Washington on whether a moisture content requirement should be written into its standards.

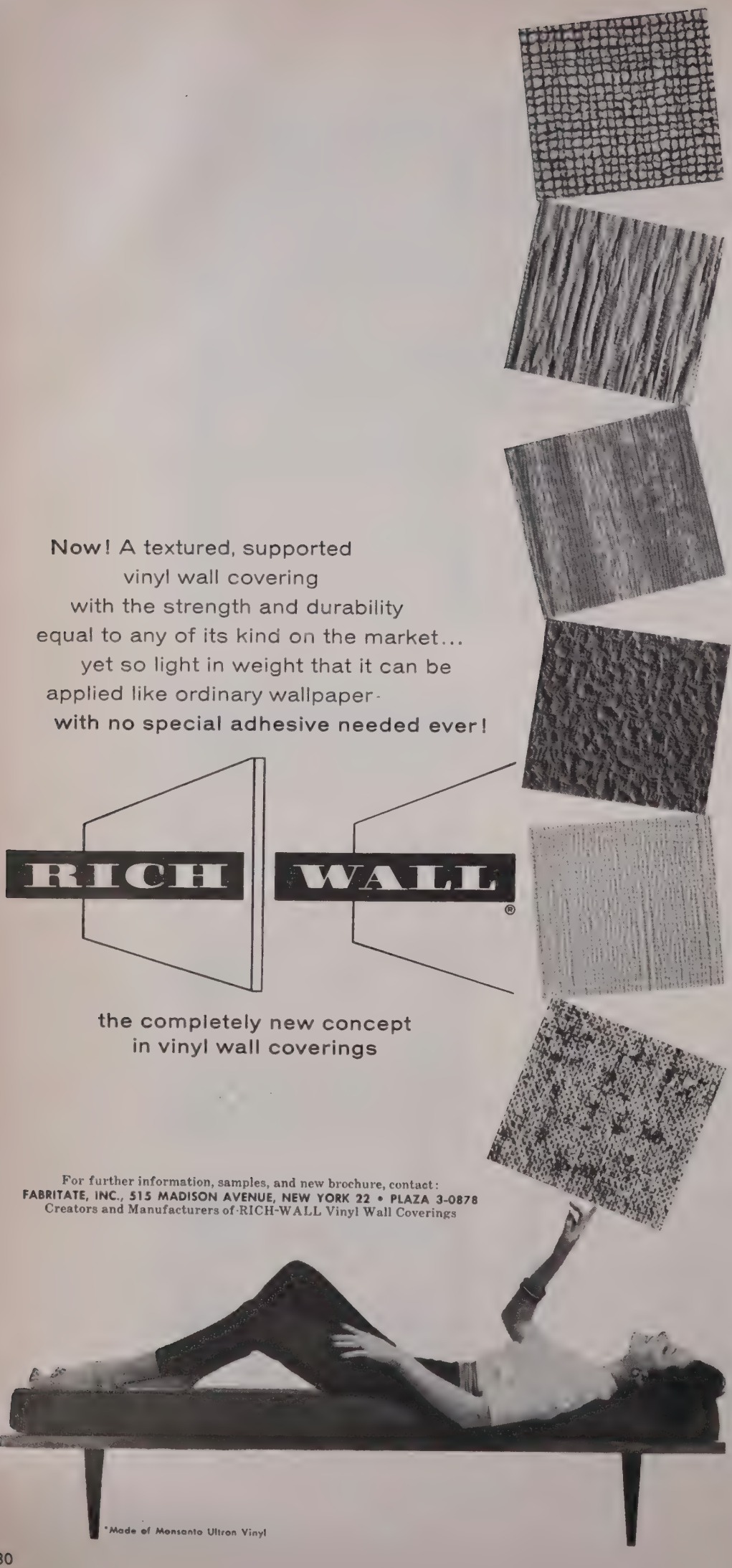
West coast fir men carried the day last May when the ALS committee voted for a ¾" width for a 1" board, *without* moisture requirement. (The old standard was 25/32".) West coast lumbermen ship virtually all of their fir framing lumber green.

Southern pine representatives wanted a moisture requirement in the standard if the smaller ¾" width was to be approved. (All southern pine is kiln dried.) But this viewpoint lost in a 5-4 vote.

But that was in May. By November, Southern Pine found more support for its stand, succeeded in getting a resolution approved to open the matter for more hearings.

And the west coast group has already lost one of its five backers on the committee. The representative of the Natl. Retail Lumber Dealers Assn., who voted for a ¾" board without moisture requirement in May, has been instructed by his directors to vote 1) for a ¾" board with moisture content requirement or 2) a return to the old 25/32" standard.

The complex hassle started a year ago when the west coast fir group set up a new grading system—stamping 1" boards as ¾"—as indeed they were. FHA refused to accept boards so stamped on any home with an FHA mortgage. But this ban was lifted shortly afterwards until such time as the ALS committee fixes a new standard or reaffirms the old one.



HOUSING MARKET:

Spring debate rages: is housing amid a depression—or coming out of one?

A curious combination of optimism and pessimism has gripped the US home building industry.

Will starts remain level, drop a little more or plunge to the lowest level since 1947. A few big name builders talk gloomily of 850,000 or fewer starts. But the rank and file of builders, though expecting a net decline, acknowledge rising demand, dwindling overhangs of unsold new units, continuing low vacancy ratios. Most experts still predict starts of a million or more.

Gloom and doom prophets are led by NAHB President George Goodyear.

With half an eye cocked on a reluctant Congress, he summoned Washington newsmen to a mid-month press conference, warned solemnly: "Unless immediate steps are taken to restore an adequate flow of mortgage money, new starts in 1957 may dip to 850,000." Ex-NAHB President Tom Coogan (who personally predicts 1 million starts) adds: "If something isn't done we are going to run into the greatest house famine of all time."

Big Builder Bill Levitt is the most pessimistic of all: "The roof has fallen in on the American home building industry. . . . I think we will be lucky to end the year with 800,000 starts and that, believe me, is depression building."

Optimism of the rank and file was reflected in the sixth annual survey of 300 builders made by HOUSE & HOME's sister magazine, FORTUNE.

One-third of the builders actually plan to start more homes this year than in 1956; 45% say they will build fewer. The rest expect their output to be the same. On the basis of these interviews, FORTUNE this month predicts that 1957 starts will drop 6% from 1956 to 1,030,000. This is a shade above the 1 million starts forecast by John Austin, president of the Mortgage Bankers Assn. FORTUNE's 1956 prediction, also based on builders' plans, was 1,340,000 — way above the 1,097,000 units actually started (as was HHFAdministrator Albert M. Cole's 1.3 million prophesy). FORTUNE's editors blame the sudden tightening of the mortgage market. Cole and FHA Commissioner Norman Mason still predict 1.1 million units for '57. So does no less an authority than Fanny May's J. Stanley Baughman.

Forty per cent of the builders interviewed by FORTUNE also blame a lag in demand for the sales drop last year. Builders look for an average increase in building costs (including land) of 4.5% this year with a consequent increase in house prices of 4%. They look for an additional 2% average price increase due to quality upgrading, FORTUNE finds.

The housing slump is showing up more sharply now in official figures.

Starts in February dropped to 65,000, lowest February since 1949's 47,800. It was 18.8% below February 1956. The seasonally adjusted rate for private starts, a limping 910,000, was the lowest since May 1949. For the first two months of the year, new housing was off 15.2% from 1956. Private starts alone were off 17%. Government economists shy away from calling the drop a true trend. This will develop only when March through May starts—the big spring months—are in, they insist.

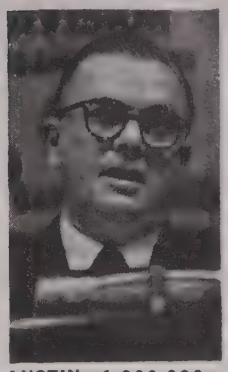
Unemployment in the building trades is already causing a stir in some areas. In Pittsburg, Calif. the number of construction workers seeking employment compensation is up 33% from December. The carpenter's union in Martinez, Calif. reported 760 members out of work—75% of them due to the drop in home building. VA activity is down to a mere trickle in most cities.

How fast will builders turn around and start houses in volume if the VA interest is raised or if FHA down payments are liberalized?

Many builders were preparing for a break of some sort. Big builders in San Francisco, betting on a VA interest rate hike, signed up for VA commitments on their entire year's building program on a 4-point spread—91-92 if the rate stays frozen, 95 or 96 if it goes to 5%. It is risky. Profits should be slim at 91, and if they cancel plans, they lose a 1% commitment fee. Most builders in New Jersey and Boston have given up on VA. They are processing new land and house plans through FHA, hoping for an FHA boom if down payment requirements are cut on higher priced homes.

SPRING PROPHECIES

Walter Daran



AUSTIN: 1,000,000

Walter Bennett



COOGAN: 1,000,000

H&H staff



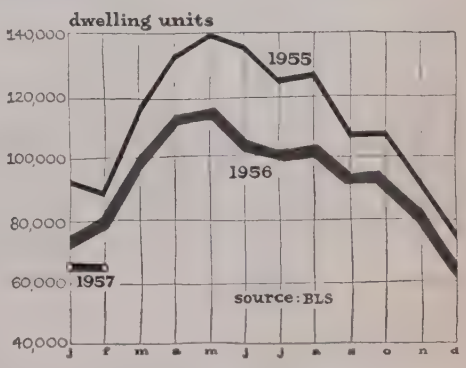
GOODYEAR: 850,000

Walter Daran

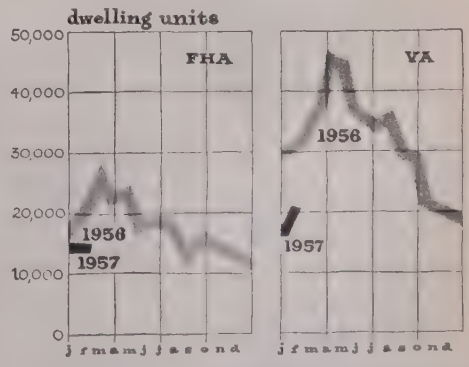


LEVITT: 800,000

HOUSING'S VITAL STATISTICS



HOUSING STARTS in February hit their lowest level since 1949. Nonfarm starts totaled 65,000—62,500 private and 2,500 public.



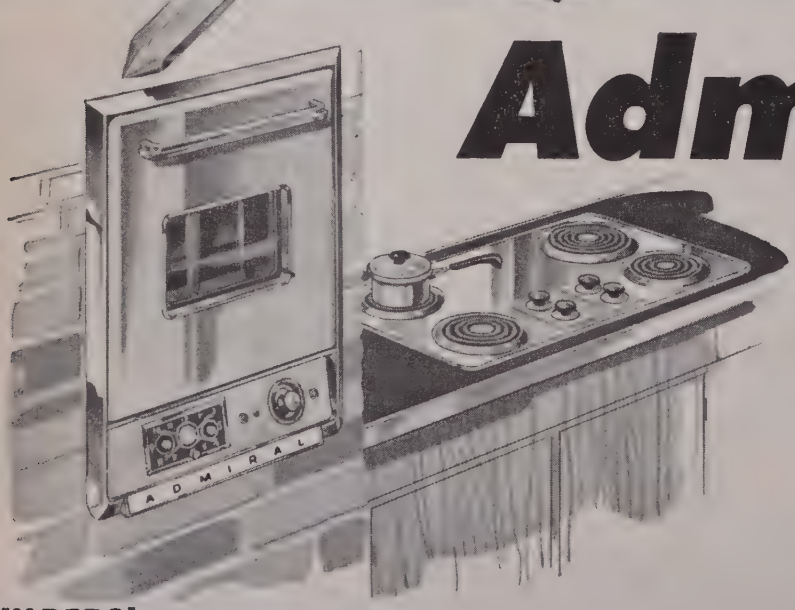
VA AND FHA APPLICATIONS: VA appraisal requests went up in February for the first time since August last year. VA reported 20,170 requests, up 6% from January's 18,924 but still 84% below the 37,134 of February, 1956. FHA applications totaled 13,189 (excluding 7,987 Capehart military housing units) of which 12,102 were for single family homes and 1,887 in multi-family projects.

NEWS continued on p. 84

Exclusive features* like this get 'em on the dotted line!







Admiral® Custom BUILT-INS

Here's a sell-for-you luxury "Extra"—the Rotary Roaster that bastes as it roasts as it turns, *automatically*...brings outdoor style barbecuing right into the kitchen!

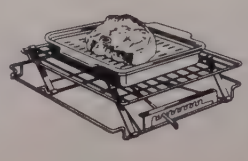
Hard-hitting Admiral advertising powerfully pre-sells all the other outstanding Admiral features, too...the "Elevator" Broiler Rack...Waist-High, Infra-Red Broiler ...Automatic Temperature Control...Flex-O-Heat... Signal Lights and Electric Timer Clock.

As surely as the kitchen is the heart of a woman's home, so Admiral Custom Built-Ins are the heart of the kitchen...and the sale!

BUILDERS! For further details and name of your nearest Admiral distributor, just slip your business card into an envelope and mail to: Admiral Corporation, Built-In Appliance Division, Dept. HH-47, 3800 Cortland Street, Chicago 47, Ill.



Now Every Pot and Pan Becomes Automatic! New Automatic Temperature Control Unit gives *true controlled heat* cooking—like automatic skillet! Won't let foods burn!



No Burned Fingers from handling broiler pans and hot oven shelves! "Elevator" Rack raises or lowers pan at touch of a finger *without removing the rack from the oven!*

Suddenly there's sales appeal in your basement, too!



WATERBURY *Comfortrol*®
THE NEW KIND OF COMFORT SYSTEM THAT MAKES 'EM FORGET ALL ABOUT OTHER HOMES

So you think all furnaces are alike. O.K. . . . most of them are. But just to make sure you're not missing a good bet in selling homes . . . better see *this* one. The new Waterbury "Comfortrol" heating system.

Bring a prospect along and see how fascinating an unusual heating system can be to a home owner See what sales appeal there is in the first new home heating development in 20 years.

Waterbury "Comfortrol" licks all the causes of discomfort and customer complaints in conventional warm air systems. "Comfortrol" does it with electronically controlled dampers which feed a steady, gentle stream of air into every room at an *even* temperature. No hot and cold blasts, no warm ceilings and chilly floors.

And how your buyers will enjoy taking friends down the basement to brag about their "special" heating system.

But there are other advantages in switching to Waterbury, too.

WATERBURY DEALERS are carefully chosen . . . factory trained. Their top notch installations and expert service eliminate one of your major headaches.

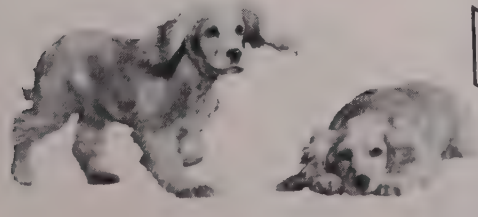
WATERBURY HELPS YOU PROMOTE your homes with Builder Promotion kits loaded with selling aids.

WATERBURY'S COMPLETE LINE of heating and air conditioning equipment means there's a system just right for any home you build.

Contact your local Waterbury dealer. You'll find him listed under "Furnaces" in the yellow pages of your telephone directory.

FREE 32 PAGE BOOKLET—Send for your copy of the complete story on "Comfortrol"—"It takes more than heat to be comfortable".

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Waterbury

Feel sure with **Waterbury**

WORLD-FAMOUS FURNACES AND AIR CONDITIONERS

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home-sweet-home

Traditional, contemporary, modern or a mixture, there's no place like it—but improve upon it.

EVERY house & home

new or old, large or small—is better because of Keystone

Keystone has an aluminum product to fill every storm window and door requirement—stand-out design, top quality and right price.

Be sure to see the **NEW** Tubular-Frame **Triple-Matic** storm window. It's like money in the bank. As usual, only Keystone has it . . . one of many Keystone exclusives. See our entire new line . . . it's different . . . it's better.

Send for complete information on Keystone it's **FREE**





KEYSTONE ALLOYS COMPANY • LATROBE, PA.

continued from p. 81

MARKET BRIEFS:

Dallas builders map big drive

Come on and get the family and
Go out on a home building spree.

If Dallas home builders have their way, jingles like that will soon fill local airwaves on a year-'round basis. Industry members have plunged headlong into raising funds for a multi-media advertising drive to spur home buying. No less than 41 soliciting committees are at work. They already have pledges for more than $50,000 of a projected $200,000-a-year budget. The effort at mass hypnosis will involve a continual barrage of slogans, educational programs and singing commercials.

Sparkplug of the drive is former Custom Builder Frank LaCoke, who was urging the industry to such efforts even before he was forced out of business by last year's sales lag. (Starts in the Dallas area dropped from 18,200 in 1955 to about 9,500 last year, are expected to reach 12,000 again this year—unless the promotion spurs sales further.)

"Our object is to make the public desire a home," LaCoke explains. "People are tying up their credit and savings in automobiles, TV sets, vacations—almost anything you can think of, except homes. This campaign will play on their emotions and sense of duty."

Operation Desire is being launched through the Home Builders Assn. of Dallas County. Ad Agency Wyatt & Bearden has worked out plans for radio, TV, newspapers, billboards, discussion clinics, public relations.

Half the funds are expected to come from builders (at $9 per expected house built) and land developers (at $4.50 per expected lot sold). The other $100,000 is being sought from suppliers, divided into 38 categories, each assigned a quota based on its estimated share of dollar volume of Dallas' home building business. (Example: If concrete suppliers account for 3% of the sales value of the city's estimated $100 million home building volume, they would be asked to give 3% of the $200,000 needed.)

Attack on builders popular

John Keats' sardonic attack on postwar subdivisions, builders and realtors, "The Crack in the Picture Window," has reached best-seller status. The book, which was reviewed in these columns last month, became No. 16 on the New York Times' list of nonfiction best sellers on March 3.

How not to make a sale

Builders are muffing sales chances because they don't spend enough money to research their local markets.

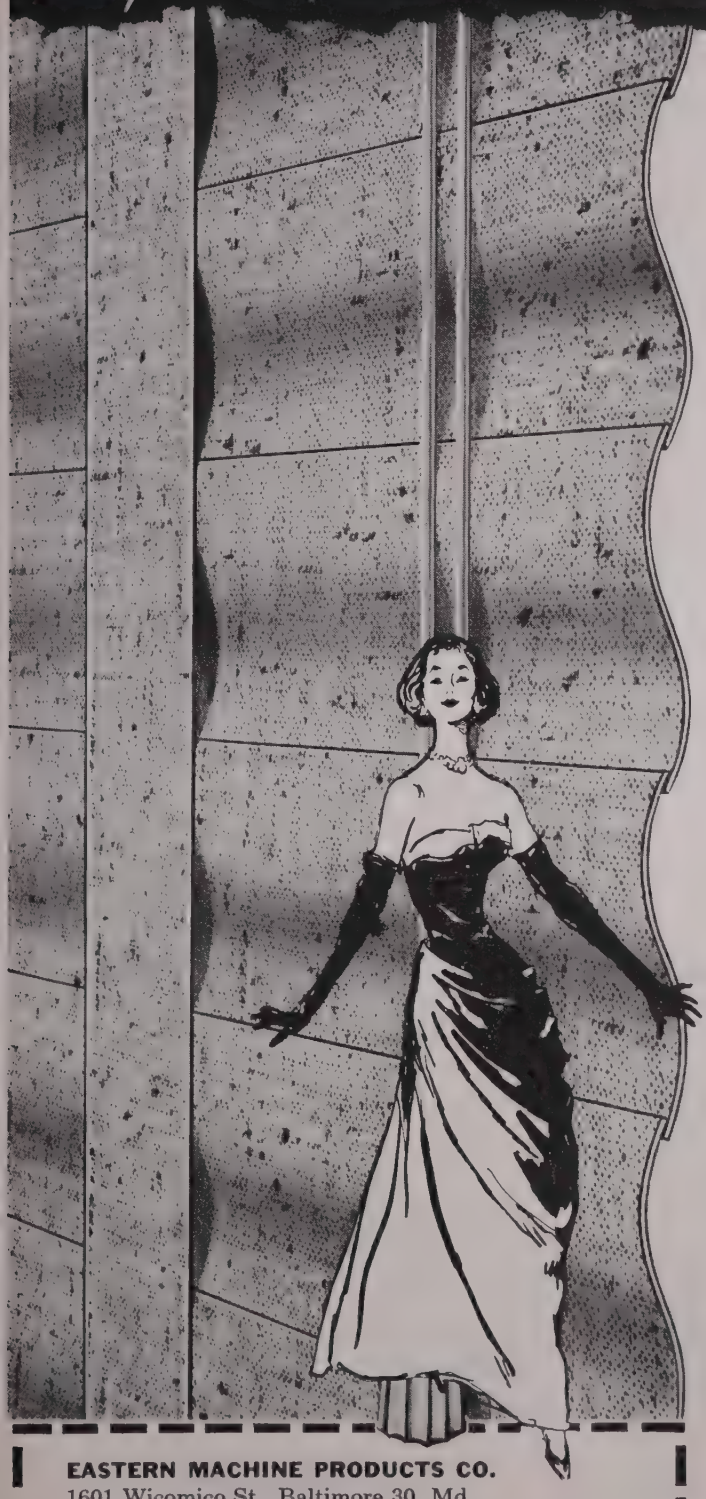
So says Robinson Newcomb, the Washington economist and sometime adviser to the White House council of economic advisors. Last fall, Newcomb studied two Detroit subdivisions, then quizzed their salesmen. Findings:

- Two thirds of the salesmen were seeking out second-time buyers, but two-thirds of the buyers in the tract had been renters.
- Two thirds of the salesmen thought they were dealing chiefly with families earning under $450 a month. But two thirds of the families in the tract had incomes over $475 a month.

NEWS continued on p. 88

Eastern's Star

THE HEAVENLY NEW VENETIAN



Gives model homes a "plus" no other window decor can match!

And we'll help put it in yours—free!

Here's the new revolution in window fashion! Eastern's Star—the venetian that *obsoletes* all others—gives your model home the priceless "custom decorator's touch"—makes it the last word in modern living.

Equally fashionable *with or without* draperies, Eastern's Star gives windows a wonderful new "*one piece*" look. Its ingenious S-shaped, *double*-arc slats *flow* together—form one continuous unit of beauty. Your eye can scarcely detect where one slat ends—and the next begins!

Dramatic textured design and lovely soft colors complete the fabulous Eastern's Star fashion picture. And it's custom-made in both horizontals and verticals!

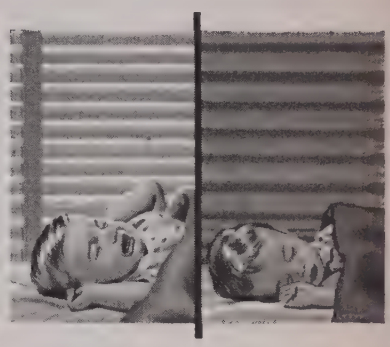
Fashion isn't the only sales "plus" Eastern's Star gives you—not by a long shot. It opens new vistas on the *functional* front, too—really *complete closure—far greater visibility.*

Now—will Eastern's Star help sell *your* model home? O.K.—let's *put* it there. Mail the coupon below, and our nearest franchised manufacturer will show you the very reasonable circumstances by which it can be installed *free.* Do it *today!*

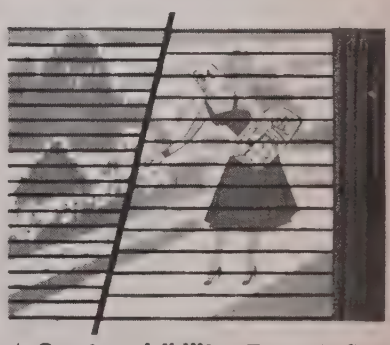
Designed by

Eastern

EASTERN MACHINE PRODUCTS CO.
1601 Wicomico St.—Baltimore, Md.
World's largest manufacturer of venetian blind machines and processes



★ **Complete closure.** Eastern's Star slats don't just touch—they *interlock* to literally *lock out* light. See for yourself above. That's Eastern's Star on the right.



★ **Greater visibility.** Eastern's Star slats are 2½" wide—*far wider* than ordinary slats. When open, they increase the view by *38%* ! They're *far stronger,* too—require fewer tapes.



★ **Eastern's Star verticals** look and *operate* like fine traverse draperies. Open and close as a *unit*—turn to any angle—don't need bottom tracks. *Versatile,* too—as draperies, window wall, room divider or closet door.

EASTERN MACHINE PRODUCTS CO.
1601 Wicomico St., Baltimore 30, Md.

Have your nearest franchised manufacturer contact me to discuss installing Eastern's Star in my model home.

NAME_____

COMPANY_____

ADDRESS_____

CITY_____ STATE_____

Your sales climb when you add

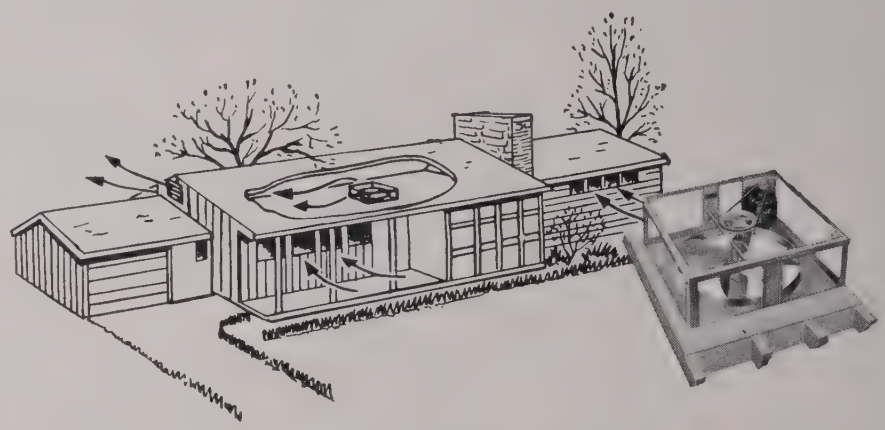
Naturally! Because Lau "Niteair" fans provide the most effective *low-cost* cooling device known . . . and gives you added features for added sales appeal for your prospects.

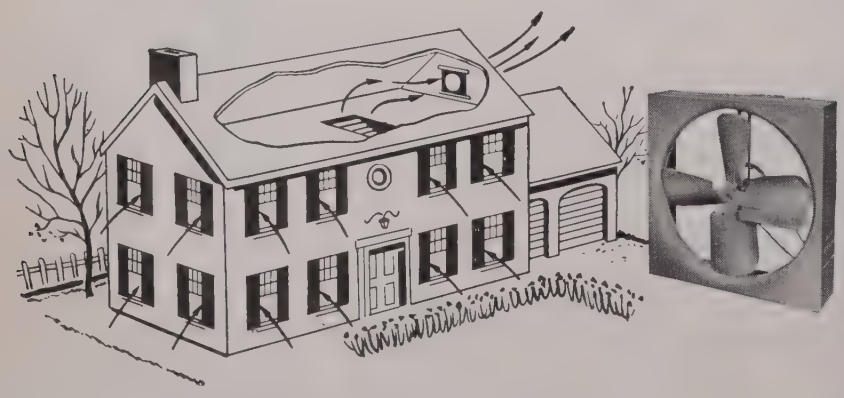
Your special application is no cause for alarm, either; not when you use Lau . . . because Lau makes fans in every conceivable size for every application (see illustrations). You feel so secure when you offer Lau, too, *because you know you're offering a product made by a manufacturer with more than 25 years experience in air-moving science*—the largest manufacturer of air-conditioning blowers in the world.

Finally, Lau is prepared to offer you the tangible benefits of its full staff of engineers who will help plan your installations for you. Wire or write to us today for full information.

LAU "NITEAIR" RANCHER FANS

Cools by drawing outside air through windows and doors up to its location at some conveniently central spot near the dwelling's center and out through attic apertures. Lau Rancher is designed for homes with low-pitched roofs. It lies flat on rubber cushions over ceiling opening and *requires no bolting or fastening down.* It is gratifyingly quiet. Low in cost and simple to install, the Rancher is of all-welded construction. Thermal overload protector in motor. Shaft and motor equipped with lifetime sealed ball bearings. Most popular models are two-speed. Blades 22" to 42".





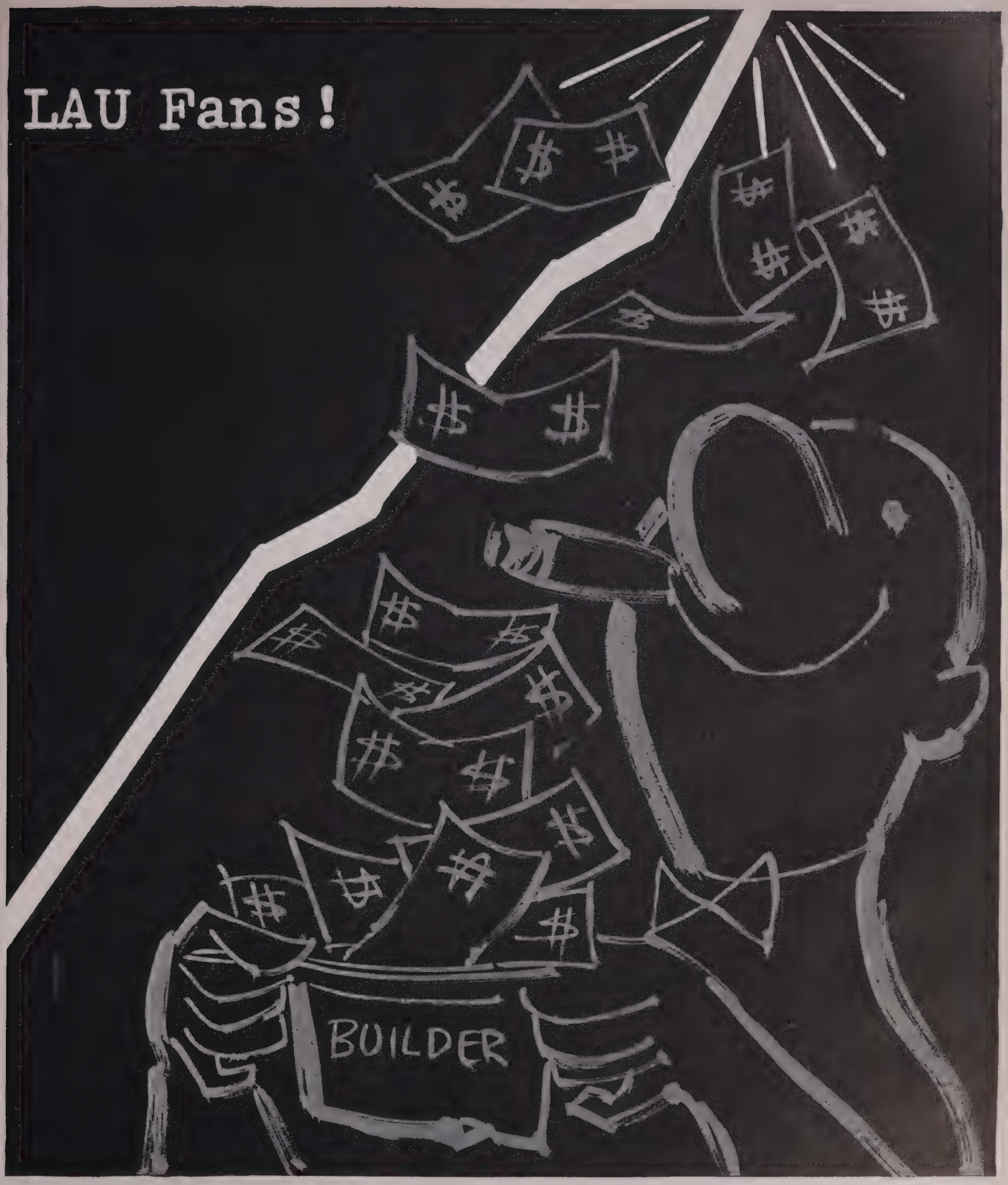
LAU "NITEAIR" PANEL UNITS

This powerhouse of cooling comfort can be installed on the floor (boxed) or in the wall. It draws air through windows and doors and expels it directly out of attic apertures, flooding the home with oceans of cooling breezes. *Designed to be adaptable to many installations.* Exclusive Lau self-aligning Durex bronze bearings hold shaft in perfect alignment to prevent vibration. The venturi has been designed to eliminate recirculation of air at blade tip. Statically balanced, vibration free. Unit shipped complete with belt, pulleys, motor. Most models are two-speed. Blades 24" to 48".

AUTOMATIC ATTIC EXHAUST FAN

An inexpensive, efficient direct drive exhaust fan that moves air through the attic, preventing attic heat build-up (which frequently reaches 150°). *Operates automatically by thermostat.* Begins when attic temperature reaches 95° and continues until temperature drops to approximately 80°. Heat that would normally saturate walls and ceilings, penetrating into living quarters, is largely alleviated. *Ideal for use in air-conditioned homes because it causes the air-conditioning unit to operate less frequently,* reducing the heat load and effecting operating savings. Install vertically or horizontally. Blades 16" only.





LAU

Tomorrow's Fans... Today!

WRITE TODAY FOR CATALOG LAD-825

World's Largest Manufacturer of Air-Conditioning Blowers

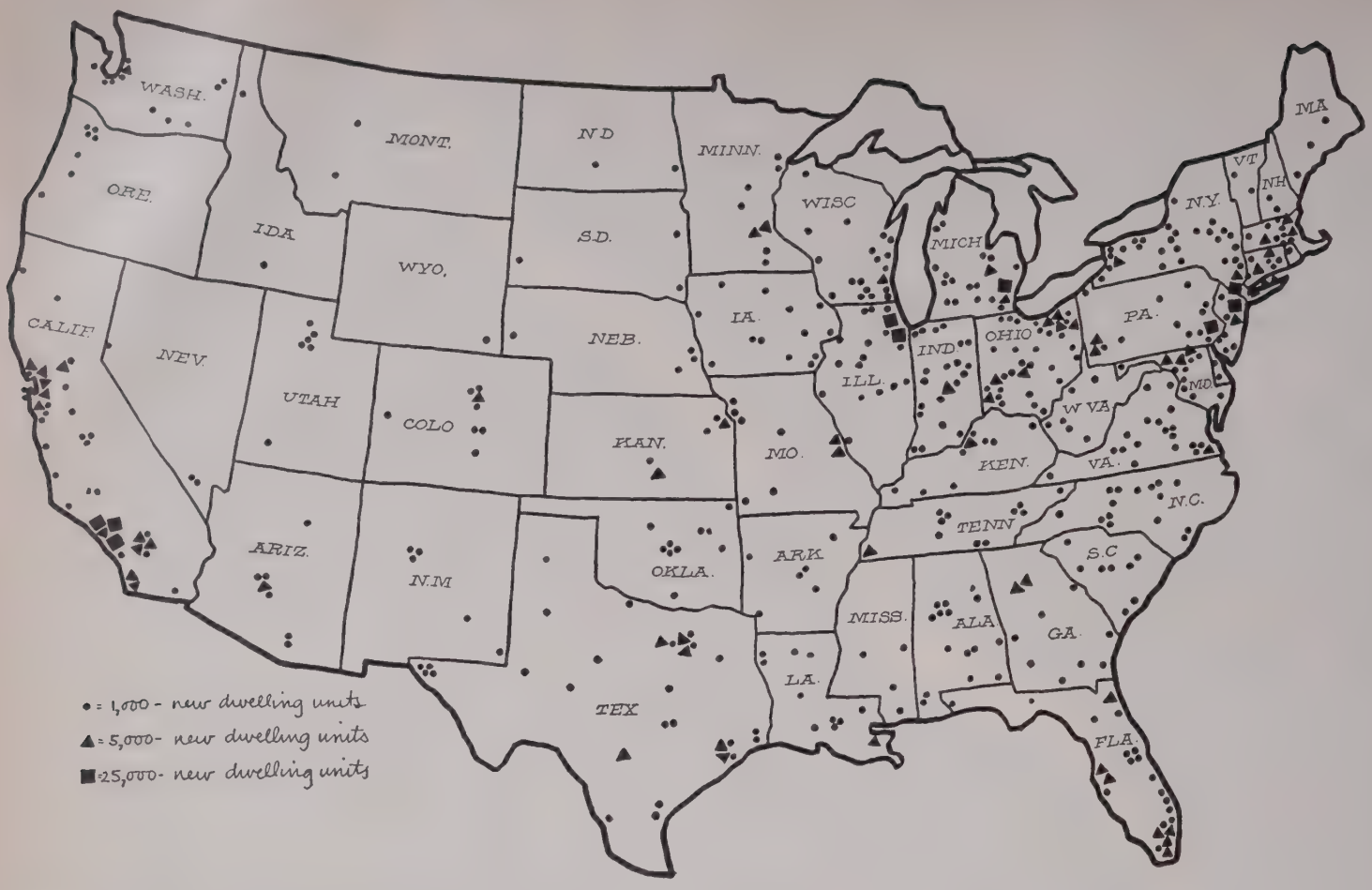
THE LAU BLOWER COMPANY

2007 Home Avenue, Dayton 7, Ohio • Azusa, California

In Canada: The Lau Blower Co. of Canada, Ltd., Kitchener, Ontario

EXHIBITOR NATIONAL HOUSING CENTER

continued from p. 84



Biggest market: Los Angeles metropolitan area still will lead all others in starts in 1957 with 80,000, Tom Coogan predicts, followed by New York—N.E. New Jersey, 71,000 and Chicago, 51,000. Regionally, the North Central area will account for 29.3% of an expected 1 million starts, the South 27.9%, the West 22.4%, and the Northeast, 20.4%. Biggest decline from 1956 (18%) will be in the South, smallest (3%) in the North Central states, he forecasts.

Experts forecast how much your area will build in '57

Coogan predicts North Central states will show most stability

Housing starts are headed for their lowest level since 1948.

This is the prediction of President Thomas P. Coogan of Housing Securities Inc. of New York. Coogan expects:

- The annual adjusted rate of housing starts will drop to 850,000 by mid-year but rebound in the second half of the year to bring total starts for the year to 1 million.
- North Central states will show the most stability with declines averaging only 6% while the US as a whole drops 10%.
- Predictions now, Coogan notes, are subject to wide error due to the unpredictable status of the money market. "If the yield on US long term bonds tends to move up, further downward revision of . . . housing starts will have to be made."

For the first half of 1957, Coogan expects starts in nine states to be as high or higher than they were in the first half of 1956. The states: Delaware, Indiana, Kentucky, Louisiana, New Mexico, Nevada, Rhode Island and Vermont.

But starts in nine states will be 20% or more off from the first half of last year, he predicts. Coogan's forecasts are prepared in Housing Securities own research division in cooperation with Dr. Reinhold Wolff of the University of Miami. This team also recently published a detailed housing analysis of 75 major metropolitan areas during 1955.

HOUSING OUTLOOK: STARTS FOR 1957

Regions

Region	Starts 1955	Starts 1956 (est.)	% change	Starts 1957 (est.)	% change from 1956
New England	59,600	55,758	— 6.4	47,000	—15.8
Mid Atlantic	213,500	182,193	—14.7	157,000	—13.8
E. North Central	266,400	240,020	— 9.9	223,900	— 6.7
W. North Central	89,600	78,518	—12.4	68,800	—12.4
South Atlantic	197,600	176,345	—10.8	147,400	—17.0
E. South Central	65,400	53,021	—17.5	47,000	—11.4
W. South Central	126,000	94,484	—24.7	84,800	—10.3
Mountain	63,000	53,204	—15.9	42,000	—20.8
Pacific	247,700	215,612	—13.0	182,000	—15.6
US Total	1,300,000	1,120,000	—15.7	1,000,000	—10.0

Selected Metropolitan Areas

N.Y.—north east N.J.	96,500	75,000	—22.0	75,000	0.0
Los Angeles	105,000	90,000	—15.0	80,000	—11.0
Detroit	40,500	31,400	—22.0	30,000	— 5.0
Atlanta	11,900	9,600	—20.0	10,000	+ 4.0
Washington, D.C.	23,750	17,000	—28.0	15,700	— 8.0
S. Francisco-Oakland	32,700	22,400	—32.0	22,500	0.0
Phoenix	10,300	8,600	—17.0	8,000	— 7.0
Denver	13,500	9,400	—31.0	8,500	—10.0
Milwaukee	8,400	8,500	+ 1.0	7,800	— 8.0
Seattle	10,350	7,000	—32.0	7,200	0.0
Cleveland	15,950	12,350	—23.0	12,500	0.0
Miami	21,000	22,000	+ 5.0	23,100	+ 5.0
Indianapolis	6,000	5,756	—6.0	5,157	—10.0
Nashville	3,700	3,500	—5.0	2,800	—20.0

continued from p. 88

LOCAL MARKETS:

Northwest builders expect to ride out a long, hard year

Northwest home builders have high hopes their business will improve this spring—hopes based on the belief that it can't get any worse.

Builders agreed that the past year has been generally bad for most of them. Few have left the business, however. The theme of the Seattle regional meeting seemed to be: *"Pull in your horns and ride this out."*

In informal talks with HOUSE & HOME interviewers, builders also agreed that:

- Speculative builders who depended heavily on FHA and VA financing have had to cut back the most. Builders who saw the pinch coming, custom builders and speculative builders who use conventional financing fared much better.
- If all the rules were changed tomorrow to give home building free rein and plenty of money it would still be a year before the industry would feel the full effect.

Typical builder comment:

Herman Sarkowsky of Tacoma built 150 homes in the $12,000 bracket in 1955. "About that time, from listening to the experts, we got the impression that demand was going to be in somewhat higher brackets with financing harder to get for the lower ones. So we switched to a $15,000 house in 1956," he says.

The result: "We cut back to 110 houses and we keep not more than ten ahead so we can cut it off if the market drops dead." Sarkowsky wishes now he had stayed with a $13,000 house. The jump, he says, "definitely hurt sales."

Richard A. Munger of Seattle, who has built 60 to 75 homes a year, had money and buyers in 1956—but he couldn't qualify the latter for the former. "Last year we had to turn down a lot of buyers who would have qualified a year before," he says.

Munger started no new homes between August of last year, when he was 50 starts ahead of sales, and this February. "I figured our neck was out far enough."

As for 1957, he says: "If I can make it in 1957 I feel I can make it in any year."

Not every builder was distressed.

Says **Anton Eberle** of Spokane: "I have no problems."

Eberle builds 25 to 35 houses a year in groups of five or six, uses no FHA or VA financing, sells his three-bedroom house for $11,750 on a land-contract plan.

His soft sell merchandising may go against the rules but it works. "When I get a house finished I put a two column ad in the paper —open house. I don't even go down to the open house. I just leave some of my cards on the kitchen shelves. Buyers call me up."

The card reads, in part: "This home is far from perfect, but it represents competent workmanship, honesty and the best materials that may be provided consistent with this price class . . ."

Eberle finds that old customers send him new ones. One buyer has steered him five more in four years.

Edward P. Miller of Tacoma started building $6,000 houses after World War 2, is now developing a 1,200-home project ($13,000 to $20,000). He started 30 homes in 1955, dropped back to 20 in 1956 (he started no new homes after August). This year, if he can get financing, Miller will switch to a new style home—offering a daylight basement and 300 to 400 sq. ft. of unfinished space.

continued on p. 92



No cement, no calking—just drive it! Joints are quickly and easily made. Permaline cuts installation time by two-thirds!

L-M Permaline Fibre Pipe Is Easy To Sell

L-M Permaline root-proof fibre pipe is the best sewer pipe on the market today for everyone—the dealer, the plumber, the builder, and the home owner.

Dealer: L-M Permaline offers you a good margin with large-volume turnover. Permaline pipe is extensively used by individual builders and small contractors, as well as on large projects such as Levittown, Penn., Lawrence Manor, Sunnyvale, Cal., and Pompano Beach, Fla. Over 150 million feet of L-M Permaline are now in service.

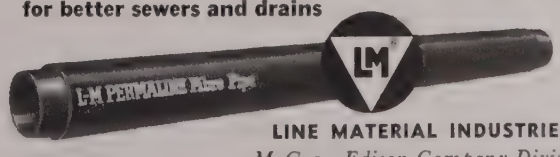
Plumber and Builder: L-M Permaline is so easy to handle and install that it cuts labor costs about two-thirds on the average house-to-street sewer job. Joints are quickly and easily made by simply tapping the tapered coupling onto the matching tapered end of the pipe. No cement, no calking—just drive it!

Home Owner: Once L-M Permaline root-proof pipe is installed, it's in to stay. It can't rust, shatter, crack, or leak. Permaline pipe is not harmed by hot water, detergents, acids, or alkalis; roots don't clog it.

Complete Line

L-M Permaline pipe comes in 5-, 8-, and 10-foot lengths, 2 to 8 inches diameter. Full line of couplings, fittings, bends, and adapters to connect to soil or sewer pipe.

L-M PERMALINE
BITUMINOUS FIBRE PIPE
for better sewers and drains



BPI — This seal is your guarantee of recognized quality in Bituminous Fibre Pipe.

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Get complete information. Mail the coupon or ask your plumbing distributor to get in touch with us.
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LINE MATERIAL
Milwaukee 1, Wisconsin

Send me free Bulletin 56040 with complete information on Permaline Pipe, and name of nearest distributor.

Name _____
Company _____
Address _____
City _____ State _____
Type of business, please _____



Now, a newly designed series of devices that can be made up in combination and installed right on the job with a minimum of inventory and a maximum of efficiency. Any combination of one, two or three devices on a single gang can be assembled quickly and easily. Each device locks into the strap with a twist of the screw driver.

With the Leviton Interchangeable Line, you get the devices you want in the combination that is right for the job. And these devices are also interchangeable with other devices of the same type for replacement purposes.

Devices fit standard boxes and wall plates. Available in brown or ivory phenolic. Newly designed wall plates in metal or phenolic are simply styled, easily cleaned. Listed by Underwriters' Laboratories.

Select from this wide variety of Interchangeable components:

Single pole, Double pole, 3-way and 4-way switches.

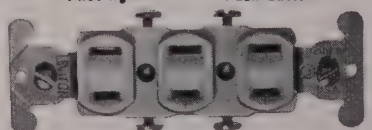
Convenience outlet.



Pilot light.



Push button.



Duplex and Triple outlets.

Your best jobs are done with ... **LEVITON**

For full information write: **LEVITON MANUFACTURING COMPANY • BROOKLYN 22, N. Y.**

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Behind a wall of redwood...

there is privacy and seclusion, even in today's world of shrinking property lines.

With durable, beautiful California redwood, the architect makes use of the whole garden space for relaxation, entertainment, or dining.

CALIFORNIA REDWOOD



Frederick E. Emmons, AIA, Architect • Photo: Julius Shulman

CRA

CALIFORNIA REDWOOD ASSOCIATION

576 Sacramento Street • San Francisco 11

continued from p. 89

Leo C. Rush, one of the largest volume builders in Portland, has quit building and put up for sale all lots left in his latest subdivision.

Reason: "Sales went to hell." But Rush blames the public state of mind more than the money pinch: "Buyers have got it in their minds that they can't buy a house so why bother looking. We need some publicity to reverse this idea. We used to put an ad in the paper and get 75 people out to see a new home. Now we get 10, if we're lucky."

Rush is trying to get builders, unions and mortgage companies in Portland to cooperate in a joint publicity project to change this public misconception.

Warren B. Slabaugh of Seattle built 16 houses in 1955, sold three that year, six more last year, three up to March 1 this year so still had four left. His profit is gone and he may lose more yet.

Slabaugh blames discounts for his problem: "Young couples wanted to use their equity in their old homes to get the down payment on ours. When they tried to sell their homes they came up against a discount of anywhere from 5 to 15%. So they stayed where they are—crowded into two-bedroom houses."

The situation last month in other US housing markets:

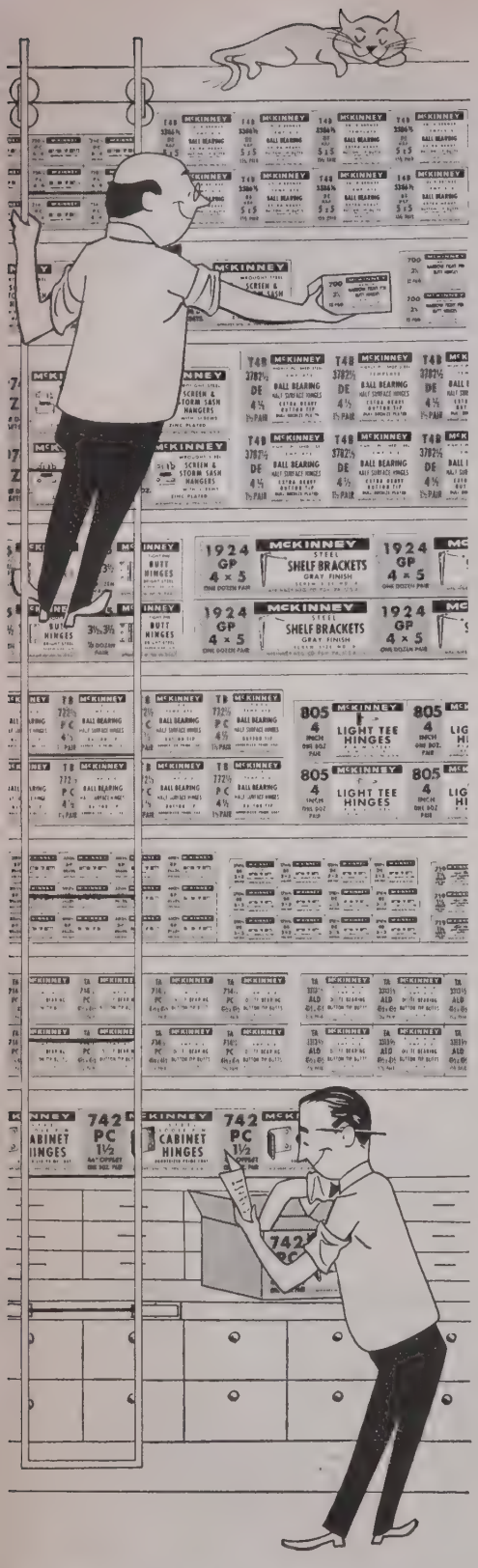
Columbus, Ga.: President Frank M. Langdon of the local home builders predicts Georgia starts will drop 30% the first half of the year on top of a 20% drop in 1956 over 1955. Columbus has been particularly unsettled due to plans for 1,000 Capehart military housing units—despite vacancies that have brought foreclosure to 500 FHA Sec. 203 units nearby. A number of builders have swung from VA to conventional and FHA deals, and at least eight have left town—four going to supposedly greener pastures in Florida.

Charlotte, N. C.: The middle price range ($12,000-$16,000) is still weak after last year's saturation, say builders. Starts are expected to be down 25% in the first half. Market is strong from $8,000 to $11,000, and good around $20,000, judging from the number of builders upgrading from $15,000.

Spokane: Home building is expected to hold at last year's pace, when $25 million of houses were built. A number of builders are delaying plans until mortgage problems clarify, but others are going ahead—usually in higher price ranges than last year.

Portland, Ore.: Housing starts picked up in suburban areas in February but ten-year lows were set for Portland city permits and statewide VA appraisal requests. Portland had only 16 permits vs. 72 a year ago, and VA requests sank to nine against 472 a year ago. FHA showed a pickup, but applications on new units were more than 50% below February 1956. In the suburbs, housing starts totaled 121, topping 65 in January and 91 in February a year ago. A new county study shows 1,558 homes built in the suburbs in 1956, vs. 2,144 in 1955. Portland rental vacancies remain low (2.84%), the Oregon Apartment House Assn. reported after its quarterly survey. Appliance dealers attribute booming sales to more remodeling.

Denver: Builder Brad Wolf has switched from contemporary design to "real Colonial" because he has had trouble getting loans on contemporary. His new houses are not Hansel & Gretel types, but at least three other builders are starting to build them in a scurry to spur sales.



McKINNEY hinges fill every order

In McKinney's complete line you'll find exactly the right butts and hinges for every building requirement. Wide range of styles, sizes and finishes. Backed by McKinney's 90-year reputation for fine builders' hardware. Write today for Catalog No. 92 and samples.

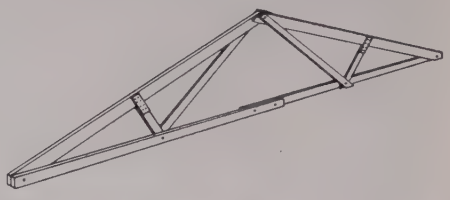
McKINNEY
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3 SAVING STEPS

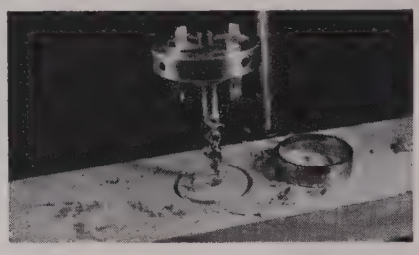
Build your own

TECO TRUSSED RAFTERS

Using TECO Design Data and Wedge-Fit split ring connectors

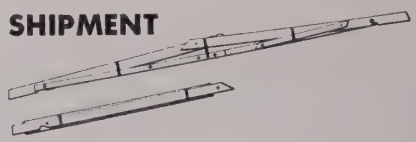


FABRICATION



Only a minimum of equipment is needed to fabricate TECO trusses: electric drill, portable power saw and TECO cutterhead. Fabrication is simple. Few saw cuts required. Boring and grooving done in one operation. Fabricating bench at plant or site speeds up production.

SHIPMENT



You can ship TECO split ring trusses folded or knocked down with a space saving of from 35% to 80% per truss.

ASSEMBLY



Fool proof assembly. No assembly jig is required. Use any flat surface. With TECO Wedge-Fit split rings automatically aligning truss members, the truss goes together one way, the right way.

SEND TODAY

for Free TECO FABRICATING BENCH DESIGN, as a guide to production-line trussed rafter fabrication, and "HOW TO BUILD WOOD FRAME TECO TRUSSED RAFTERS," for step-by-step procedure in the fabrication, assembly and erection of TECO trussed rafters.



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1319 18th Street, N.W.
Washington 6, D. C.

I am planning to build ..... homes. Please send me FREE copy of TECO Fabricating Bench Design and "How to Build Wood Frame TECO Trussed Rafters."

Name.....

Firm.....

Street.....

City, State, Zone.....

REMODELING:

NERSICA, fixup group, eyes growing business

The home improvement business *is* getting bigger.

Fifteen thousand contractors, exhibitors and a few home builders gave a convincing demonstration of it in February when they met in Chicago for the 15th annual convention of NERSICA,* jamming the Sherman hotel for four days.

Said NERSICA's managing director, D. C. Lingenfelter: "Home improvement people are not little artisans anymore. They've got to look at their work from a big business standpoint. They've got to get into the big business frame of mind."

For four days, the home improvement men set about learning some of the finer points of merchandising and public relations. (Said Lingenfelter: "Many a small home improver has dropped by the wayside because he overlooked the finer points of running a business operation—business management and public relations.") Other developments:

• Is tight money hurting the home improvement business? Elmer F. Blakey, assistant FHA commissioner for Title I, told NERSICA: "There is no shortage of money available under Title I." Replied NERSICA's second term president, Joseph I. Sargon: "Tight money is definitely hurting us now more than at any other time. We grant that it is a predicament many people in business face. But because of tight money, people can't borrow to make needed repairs and improvements to their homes."



SARGON

• NERSICA asked the Senate and House banking committees to consider legislation to provide easier refinancing for old homes during periods of tight mortgage money up to a $10,000 maximum loan. Refinancing would enable homeowners to get funds to improve their property without obtaining a high interest short term loan, the improvement group argued. When money is tight "most lenders refuse to refinance older properties," NERSICA said.

• Are NERSICA's members contractors who specialize only in home improvement or are they subcontractors for whom home improvement is a sideline?

A great majority are contractors, Sargon said. (NERSICA will not divulge its membership total.) HOUSE & HOME's correspondent interviewed 12 conventioneers at random, found that 11 are contractors for whom home improvement work is 70 to 100% of their business.

• Progress toward one-stop home improvement service is slow. Said Sargon: "Certain NERSICA members are leaning toward one-stop service. Others prefer to refer services that are not in their line to other members. I would say the much larger volume of business today is done on a referral basis, but

continued on p. 96

* NERSICA was founded in 1934 as the Natl. Established Roofing, Siding and Insulating Contractors Assn. It was reconstituted as a home improvement contractors' association in 1954, retaining the name NERSICA.

this sold her the home



THIS EXTRA TOUCH of practical glamour spells "buy it" to potential home owners. Closets appear twice as large, and many times more accessible, as these ingenious steel doors glide aside at a touch, folding neatly together to reveal *all* the storage space. Just consider all the advantages Full-Vu Folding Doors offer *your* homes.

BUILT TO LAST A HOUSETIME, these doors cannot sag or warp. They cannot jump the track or slip out of alignment, either. Smooth and silent to operate, these precision-built doors assure customer satisfaction, eliminate costly call-backs.

PERFECT FOR ANY INTERIOR, Full-Vu Doors come in handsome baked enamel beige prime coat or in strikingly beautiful birch grain finish. Also in louver design. Ready for use as shipped or can be decorated to match walls if desired.



EASIEST OF ALL TO INSTALL, one man does the job in twenty minutes or less. No cutting, fitting, planing or decorating required. Available in fourteen sizes to fit any standard opening. Shipped complete in one-package sets. Can be used with or without bottom track.

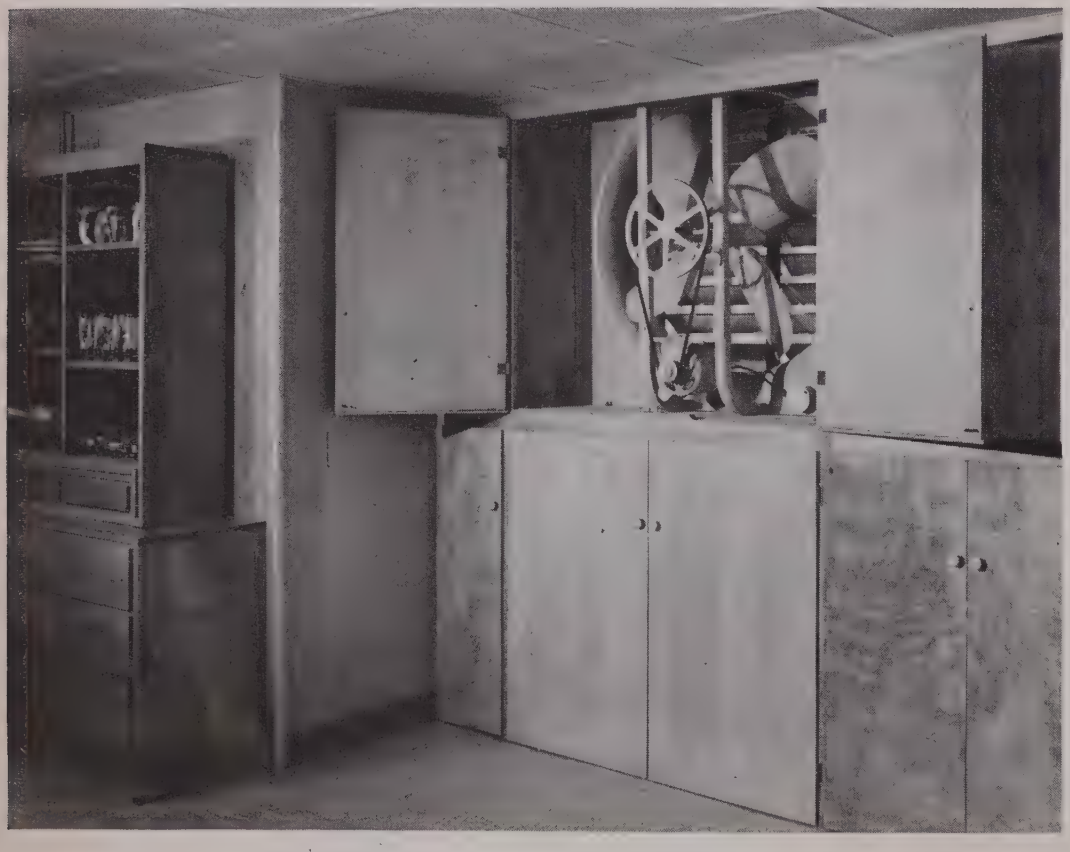
FREE — Write for colorful, tell-all literature on Full-Vu Folding Doors, today.

LEIGH BUILDING PRODUCTS DIV.
Air Control Products, Inc., 2557 Lee Street, Coopersville, Michigan

Daylight Research House puts "attic" fan downstairs for low-cost cooling



DAYLIGHT RESEARCH HOUSE, ANN ARBOR, MICH. ARCHITECT—Harris Armstrong; CONTRACTOR—Gerald Marsh; DECORATOR—Marian Stutzman Quinlan, A.I.D.; PHOTOGRAPHS—Hedrich-Blessing.



ONE of the most talked-about homes of the year is the Daylight Research House at Ann Arbor, Michigan. Strictly contemporary in design, it places top emphasis on comfort of occupants. This comfort is achieved, economically, by the use of an R&M-Hunter Ventilating Fan.

Novel installation in recreation room of Daylight Research House

This quiet, powerful "attic" fan is located in a sidewall of the basement recreation room. On hot summer nights it pulls air through other rooms in the house, exhausting it to the outside. Cabinet doors close to conceal the fan when not in operation.

R&M-Hunter Ventilating Fans for residential use have certified air deliveries from 5000 to 22500 cubic feet per minute and are fully guaranteed. Prices start at $125 list. Easy and inexpensive to install.

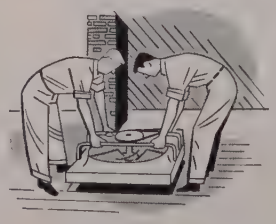
Look in Sweet's File for complete data. Consult your classified phone book for name of local distributor.

Or write HUNTER DIVISION
ROBBINS & MYERS, INC.
2404 Frisco Ave., Memphis 14, Tenn.

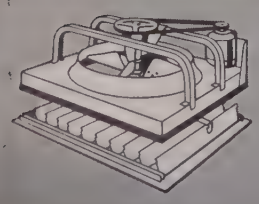
R & M - HUNTER

Ventilating Fans

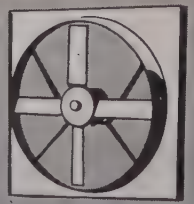
The peak of quality



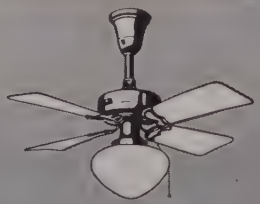
In usual installation, the R&M-Hunter Fan (package unit) is placed on attic floor with automatic shutter in hallway ceiling.



PACKAGE ATTIC FANS



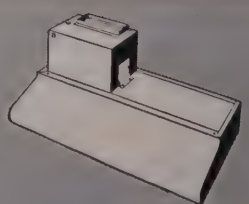
INDUSTRIAL VENTILATING FANS



CEILING FANS



COMMERCIAL EXHAUST FANS

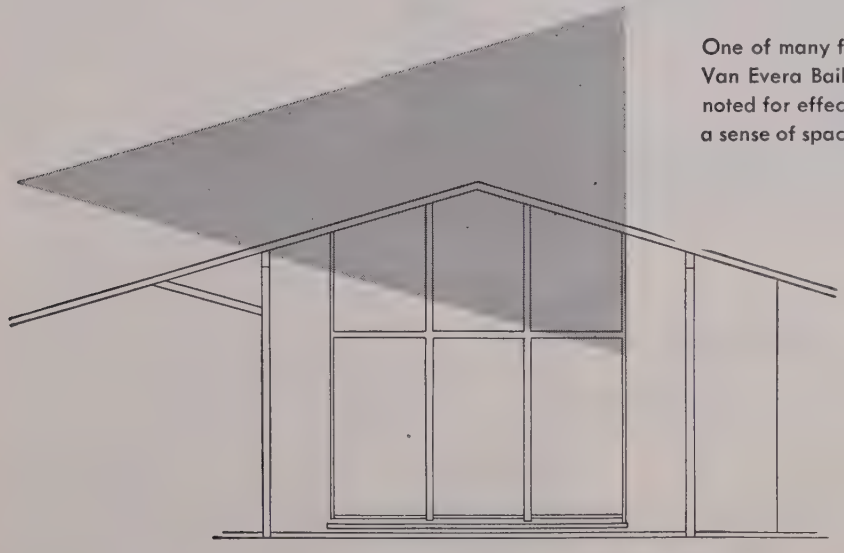


RANGE HOOD KITCHEN VENTILATOR

This laminated roof is constructed of random thickness lumber, interlaced at the roof peak for additional sturdiness. Cantilevered over the supporting beam at the right, the structure is given both stiffness and pattern by the angled bracing at left. Siding of rough sawn one-inch stock adds interest to the wall texture.

For high salability and ease of construction, build with wood—always economical, ever modern. And for dependability, use the West Coast species, Douglas fir, West Coast hemlock, Western red cedar, Sitka spruce.

THERE ARE ALWAYS NEW USES FOR WEST COAST LUMBER



One of many fine, modern homes designed by Van Evera Bailey, architect, A.I.A. His designs are noted for effectively combining livability and a sense of spaciousness.

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WEST COAST LUMBERMEN'S ASSOCIATION
1410 S.W. Morrison, Portland 5, Oregon

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continued from p. 93

the trend is toward one-stop servicing."

• Dr. Charles E. Reitell, management consultant, warned the home improvers that cost cutting is the worst practice that could ever be introduced in their business. "Time and time again you will find that what really happens is that competition meets or beats your price and you all lose your shirts," he said.

• Richard N. Jones, advertising sales manager of HOUSE & HOME, urged the contractors in a keynote speech: "Don't just fix-up homes. Go out and upgrade them."

• NERSICA elected Sargon, 49, a native of India, to his second term. He was in the home improvement business in Bombay, also ran an English language newspaper. He came to the US in 1939, settled permanently in Boston in 1941. After working four years with Boston's Hancock Modernization and Insulation Co., he, with his brother, organized his own firm, The New England Modernizing Co. in Allston, Mass.

Sears to give fellowships in planning, urban renewal

Sears, Roebuck & Co. is stepping up its role in the fight against urban decay. Its Sears-Roebuck Foundation has announced it will award fellowships starting next fall to graduate students in city planning and urban renewal. The first year's grant of $17,500 and succeeding awards of $35,000 will support at least five two-year fellowships yearly.

Says T. V. Houser, president of Sears, Roebuck and its foundation: "This year only 170 graduate students will enter this field while an estimated 500 are needed, and the demand will continue to rise."

Doscher quits OHI as staff is cut in half, starts private service

Operation Home Improvement had a new managing director last month in the wake of a major shakeup that saw its 10-member staff sliced in half and led Executive Director Jack Doscher to resign.

Don Moore, formerly assistant director, took over the curtailed fixup promotion campaign after OHI directors, $50,000 short of their $175,000 budget for the fiscal year, decided to retrench the operation to make it possible for OHI to stay in business the rest of the year. Jim Hofer remained as local level manager, but OHI announced he "hopes to return to the West soon."

"We are converting OHI to a more informational and administrative center," says Board Chairman Paul Shoemaker. "We don't require the same kind of people to do this [new] job that we required before. This is a positive way of stretching things out as compared to saying, 'We'll shoot the works and quit tomorrow.'"

Other OHI board members blame the abrupt cutback in part on failure of some elements of the building industry to contribute to the drive. Says one: "We haven't had a dime from the electrical industry."

Doscher immediately formed his own sales development consulting service, in the same office at 10 Rockefeller Plaza, New York, he occupied as OHI boss. He announced plans to develop a lumber dealer advertising service on an exclusive city-by-city basis, starting May 1. He continued filling speaking engagements in behalf of OHI (in Toronto and Atlanta, for example) and planned to talk to industry and civic groups on remodeling and urban renewal.

NEWS continued on p. 100



Big and small builders alike depend on Gerber for quality plumbing fixtures and dependable, efficient service. All 4000 homes in this Menlo Park, N.J. project feature modern Gerber "packaged" bathrooms.

Five modern Gerber plants offer you

quality fixtures, priced right plus dependable service

For any project—big or small—Gerber offers a complete line of smartly styled, high quality plumbing fixtures. They are designed for easy installation and service, and carry the Good Housekeeping seal. Gerber fixtures are available in White, Sunset Tan, Waterfall Blue, Lagoon Green, or Petal Pink—at prices so low you can install *two* Gerber bathrooms for little more than you would pay for *one* of other makes.

Over a quarter of a century of experience supplying the building industry assures efficient handling of your order and "on time" delivery to help make your building job proceed smoothly. Complete "packaged" bathrooms can be delivered in one truck direct to your job site from any of Gerber's five modern plants. And your Gerber representative is prepared to give you valuable job-site service that cuts installation time.

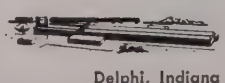
See for yourself how you can build more bathroom appeal into your next home with Gerber's *full value* line of quality plumbing fixtures.



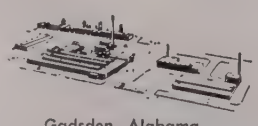
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Five modern Gerber plants offer complete line of brass, vitreous china ware, and steel enamel ware

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Send today for special builder booklet No. C10, "How to build more bathroom appeal into your homes."

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Little Rock Builder Picks

EMERSON-ELECTRIC

attic fans



for quality with

✓ **Low initial cost**

✓ **Low operating cost**

Meadowcliff—450-Home Private Residential Suburban Park—Little Rock, Arkansas
Attic Fans by Emerson-Electric
Builder and Electrical Contractor: The Bracy Corporation
Architect: Yandell Johnson, A.I.A.

Emerson-Electric attic fans with their quiet vibration-free operation, certified air deliveries, ball-bearing construction and 5-year guarantee are priced to meet the budget requirements of project builders. And they're quick and easy to install.

Home buyers prefer Emerson-Electric attic fans, because these nationally-known, ruggedly-built fans give many years of maintenance-free summer comfort at low operating cost.

Take a tip from this Little Rock builder. Install high-quality, low-cost Emerson-Electric attic fans in your homes. That's a sure way to speed sales, please customers.

Write for complete data. Ask for Fan Bulletin No. 1045.

THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MO.

Lifetime lubricated ball bearings in motor and fan shaft. The 24" fan, 5200 C.F.M., list price only $80.75, ceiling shutter list $27.85; 30" fan, 7000 C.F.M., $90.30, ceiling shutter $31.00; 36" fan, 10,800 C.F.M., $107.15, ceiling shutter $37.65. Prices subject to trade discounts. Two-speed models also available.

EMERSON-ELECTRIC 8" ventilators give homes added sales appeal. For kitchens, bathrooms, utility rooms. Wall or ceiling installation. Grilles in mirror-finish or white.

All EMERSON-ELECTRIC fans backed by the famous 5-YEAR factory-to-user GUARANTEE at no extra cost!

EMERSON-ELECTRIC

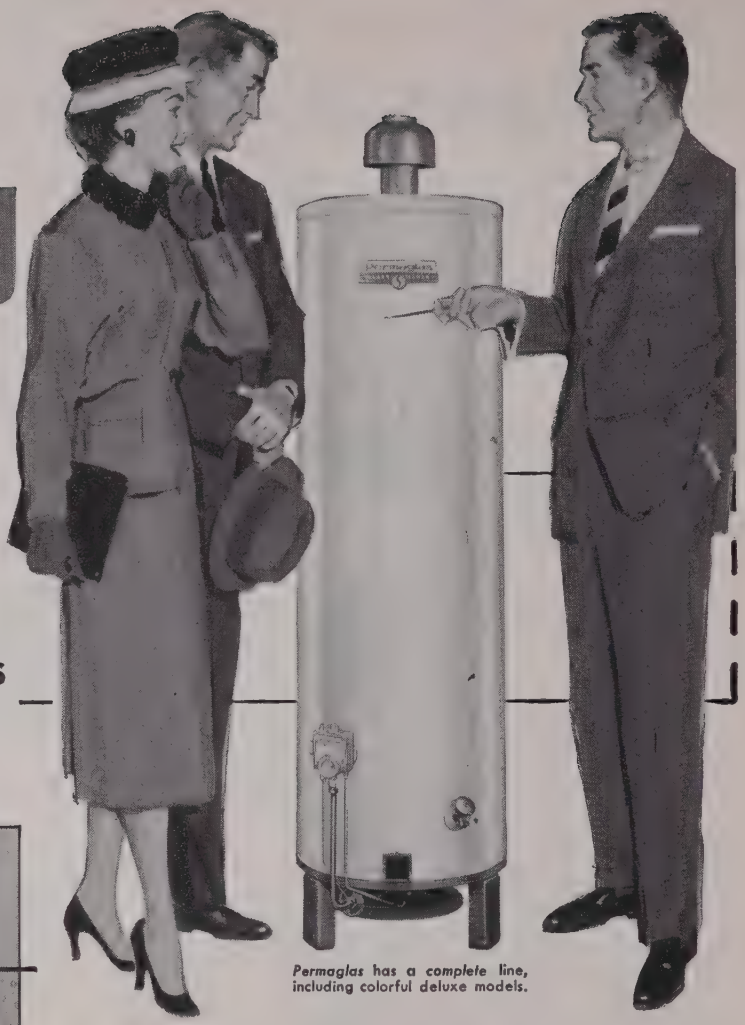
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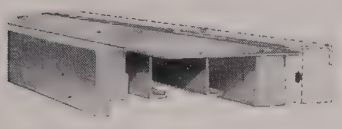
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KennatracK®

...the complete line of sliding door hardware

Brand new from Kennatrack—Kenna-pak a prefabricated, adjustable sliding door wardrobe header assembly complete with steel header, Scottie Series 2050 hardware and wood nailing strips for wardrobes using ¾" and 1⅜" doors. Pre-assembled, Kenna-pak cuts labor and installation costs while adding to the beauty of sliding door wardrobe installations.



Patent Pending

Series 1900
Kenna-pak
Trade Mark

Adjustable, one piece header and hardware for wardrobes using ¾" and 1¾" sliding doors

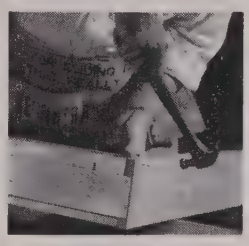
Kenna-pak steel header takes minimum headroom. Eliminates fascia and cutting of doors —standardizes all door opening heights.

CUTS COSTS — SAVES LABOR — ADDS BEAUTY

Parts vs. Pieces—You work with one prefabricated piece rather than many parts.

Uniform Openings—One height from finished floor for all standard openings.

Eliminates Fascia and Door Cutting—Trim is nailed directly to wood nailers, leaves normal 3/16" reveal. Conceals hardware. Minimum headroom allows full use of standard 6'8" doors.



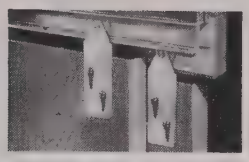
Adjustable Kenna-pak is nailed flush with side jambs



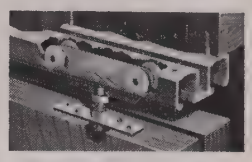
With Scottie Series 2050 hardware set to doors a neat installation is completed.



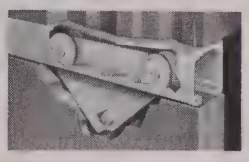
One man raises Kenna-pak and jambs into place



SERIES 250-A For ¾" kitchen and other cabinet doors. Exclusive step-up design hides hardware. Permits flush mounting. Eliminates fascia board millwork.



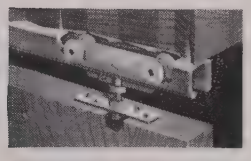
SERIES 600 For 1¾" and 1¾" wardrobe by-passing doors. Center mounted, adjustable hangers. 8 self-aligning nylon wheels. Min. headroom 1-15/16". Max. door wt. 100 lbs.



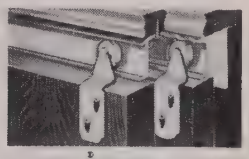
SERIES 300-A For ¾"-1¾" single doors. Center mounted, non-adjustable hangers. 8 self-aligning nylon wheels. Min. headroom 1". Max. door wt. 100 lbs.



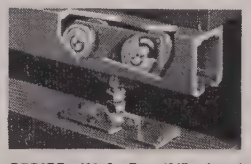
SERIES 650 For 1¾" and 1¾" wardrobe by-passing doors. Center mounted, non-adjustable hangers. 8 self-aligning nylon wheels. Min. headroom 1". Max. door wt. 100 lbs.



SERIES 350 For 1⅜" closed pocket door installations. Center mounted, adjustable hanger. 8 self-aligning nylon wheels. Minimum headroom 1-15/16". Max. door wt. 100 lbs.



SCOTTIE® FASCIA TRACK SERIES For ¾" (Series 5000) and 1¾" (Series 5500) by-passing doors. Track can be installed after trim. Anodized fascia can be left plain or painted. Max. door wt. 75 lbs.



SERIES 400-A For 1¾" closed pocket or heavy by-passing doors. Center mounted, precision ball bearing axles. 8 self-aligning nylon wheels. Min. headroom 2¾". Max. door wt. 150 lbs.



SCOTTIE® SERIES 2050 One package, track, hangers and guide for both ¾" and 1¾" by-passing doors. (Series 2025 for 1" and 1¼" doors). (Series 2075 for 1¾" doors). Max. door wt. 75 lbs.

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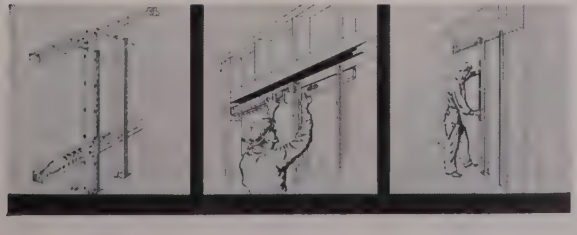


SLIDING DOOR POCKET FOR 1⅜" DOORS

Series 800 for doors up to 150 lbs.
Series 900 for doors up to 100 lbs.

All Steel • Warp proof • Removable Track • 8 Wheels Per Door • Prefabricated • Completely packaged • Fits all 2 x 4 walls • Adjustable 3 ways • Takes any type wall construction

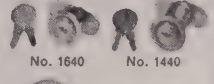
EASY TO INSTALL
Pivotal connection of header and jambs allows independent leveling and plumbing of these members. Track can be removed without disturbing finished wall.



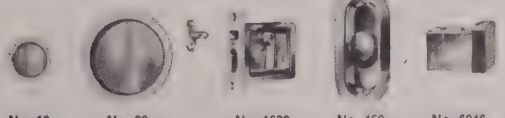


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Solid Brass ACCESSORIES
All Standard Finishes



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11 Exclusive Distributorships

Esther Williams Offers Big Profit Opportunities for Aggressive, Able Businessmen



A once-in-a-lifetime opportunity for substantial, successful men to start on the ground floor of a mushrooming business. You would become a franchised distributor of Esther Williams Swimming Pools, stocking and selling to dealers in an exclusive area.

The swing to backyard living has made swimming pools the second fastest growing industry in the United States. Esther Williams Pools are new-type, permanent, concrete, in-the-ground pools that sell as a package, including filter, diving board, ladder, etc. Durable, beautiful . . . the best pool value on the market . . . exclusive features make them easy to sell.

Your dealers make over $1000 profit per pool.

Esther Williams, the Biggest Name in Swimming Pools. Dynamic national advertising in magazines, television and newspapers — the biggest promotion in the industry — supports your efforts. Specialists help you set up dealers' sales, installation and promotional operations. Full local support for your dealers — advertising, sales aids and color movie of Esther Williams and the pool — builds volume sales.

Distributors Being Appointed Now. The biggest swimming pool season ever is just ahead. Quick action gets you started in time to make maximum profit the first year. Capital required: $10,000 to $100,000, depending on area potential. Write today for full information. Please give full details about past business success and area for which you could be responsible.

Esther Williams Swimming Pools

Guaranteed by Good Housekeeping

Dealer Openings

Our distributors are now lining up dealers. If interested, write to see if your area is open, giving qualifications. For fast action address "Dealer Director."

International Swimming Pool Corp.

Exclusive Manufacturer of the World-Famous Esther Williams Pools
Esther Williams, President
11 Court Street, White Plains, New York

continued from p. 96

LABOR:

Regroup to fight labor battles, builders told

Home builders will never solve their growing labor problems until they rebuild their own industry relationships.

Forty NAHB leaders who attended a labor relations conference at the National Housing Center came away with that advice. Experts noted that:

- The industry is faced with contract settlements that will probably average 15¢ an hour this year.
- There will be an acute shortage of building trades labor in the next ten years.
- The home building industry has failed most notably in bargaining with labor because its members have not teamed up with general contractors.

John T. Dunlop, chairman of the National Joint Board for the Settlement of Jurisdictional Disputes, told the builders: "Too frequently the spectacular or the grotesque gets the attention, whereas the underlying problems escape attention. . . . Contractors have as many problems that affect labor relations between themselves as they have with the laborer. In other words, the builders have problems with their subcontractors which affect labor relations."

Dunlop said that in Detroit a group of carpenters who specialized in drywall have formed their own association and negotiated a 75¢-an-hour wage increase for a "general foreman" category they set up. Detroit's HBA affiliated this subcontracting group, has since found one group of members bargaining with another.

Builders seek community aid to fight wage hikes

Home builders have adopted a new tactic to help them fight demands for a 57½¢-an-hour boost (37½¢ pay, 20¢ welfare) by carpenters in 42 northern California counties. They now get $3.10 per hour.

Banding together as a group—Construction Industry Employers Council—builders have taken first steps to enlist public support. John I. Hennessy, executive vice president of the Assoc. Home Builders of the Greater East Bay, warned the Oakland board of education that some of the schools it expects to build may not get built at all if the carpenters get the 19% boost they want. A $40 million Oakland school bond issue would fall $5 million short of needs if that happens, the builders point out. Hennessy branded the carpenters' demands "highly inflationary."

Home prices declared fixed by collusion

Sen. Barry Goldwater (R, Ariz.), a member of the eight-man Senate committee investigating labor racketeering, has charged that collusion between management and plumbing and electrical unions controls home prices in New York, New Jersey and Pennsylvania.

In Los Angeles to talk to the Natl. Sand & Gravel Assn., Goldwater promised that the committee will dig exhaustively into the situation. He called it localized.

Spot checks in the three states turned up little backing for Goldwater's accusations. But a New Jersey builder commented: "The houses I'm selling for $20,000 could sell for $1,500 less if the unions and subcontractors gave us a fair shake."

PEOPLE: Henry Collins elected Celotex president, sees big gains ahead for acoustical materials

Henry W. Collins, 53, a man who has been selling silence for 33 years, is new president of the Celotex Corp.

He moves up from executive vice president to succeed **Otis S. Mansell,** who was elected chairman of the board. Mansell continues as chief executive officer.

Maurice Seymour



COLLINS

Collins joined Celotex in 1923 when it was a two-year-old company making a revolutionary product called insulating board. "It was a time when nobody, but nobody, believed in insulation," Collins recalls.

But Collins successfully sold the product in the East for three years—so well, in fact, that he was made midwest sales manager when he was only 23. "It was downright embarrassing," he recalls—being the youngest employe in the office, and the boss. "There was a 35-year-old man who frequently had to introduce me to customers as his boss. It didn't seem to bother him, but it sure embarrassed me."

A trim 5'9" with thinning gray hair, Collins exudes the confidence and quiet good humor of a veteran salesman plus the energy and drive of a youngster. (His favorite hobbies: horseback riding and his sports car.)

In his 33 years with Celotex, Collins has seen it become the world's largest producer of insulating board and acoustical products. And he has also influenced its decision to diversify. Thus Celotex is now a major producer of gypsum board, roofing, hardboard and mineral wool. It has been expanding rapidly, now has three new plants under construction—one each in L'Anse, Mich. (insulating board), Fort Dodge, Ia. (gypsum board), and Pittston, Pa. (acoustical products).

Collins foresees big sales increases for acoustical materials in the years just ahead—perhaps 50% for his own firm in the next five years. Homeowners and corporations are just coming to recognize the advantages of noise reduction, Collins says.

Marvin Greenwood, Celotex' general sales manager, moved up to vice president in charge of merchandising.

ARCHITECTS: Washingtonian **Leon Chatelain Jr.** has been nominated for reelection next month to his second term as president of the American Institute of Architects. No contest is in sight for the presidency or for these regional directorship nominations: Texas district, **R. Max Brooks,** Austin; south Atlantic district, **Sanford W. Goin,** Gainesville, Fla.; central states, **I. Lloyd Roark Jr.,** Kansas City, Mo.; and California-Nevada-Hawaii district, **Ulysses Floyd Rible,** Los Angeles.

Goodyear names 11 builders to NAHB executive committee

NAHB President **George S. Goodyear** has named his new executive committee—the association's top policy making body.

Members of the 19-man committee include the five NAHB officers, the immediate past president, two honorary life members and 11 appointees. Of the 11 men who served on the executive committee last year, Goodyear kept only three.

The committee: Goodyear, Nels Severin, first vice president; Carl T. Mitnick, second vice president; Martin L. Bartling, treasurer; John E. Bauer, secretary, and Joseph B. Haverstick, immediate past president.

Carryovers from last year are Perry E. Willits of Miami Shores, Fla.; Wilson H. Brown of Dallas, and August H. Rahlves of Oakland, Calif. New members are Eugene A. Baylis of Atlanta, Armand J. Ferland of Pawtucket, R. I.; Edward P. Miller of Tacoma, Wash.; Edward W. Pratt of Royal Oak, Mich.; Ernest G. Fritsche of Columbus, O.; Earl W. Horttor of Kansas City, Mo.; Marvin S. Gilman of Lindenhurst, N. Y. Honorary life members are Frank W. Cortright of San Francisco and Nathan Manilow of Chicago.

Goodyear named Severin to head NAHB's governmental affairs division and the legislative committee; Pratt to head the research and technical division; Mitnick to head the information division and Bartling to direct the operations division and the finance committee.

R. G. "Dick" Hughes, president of NAHB in 1954, upset **Joseph Haverstick,** last year's president, to win election as board chairman of NAHB's National Housing Center in Washington, succeeding **Thomas P. Coogan.**

William Slemp, 37, manager of the building industry and contract sales department of Frigidaire at Dayton, Ohio, joined the Natl. Housing Center as marketing services sales manager, succeeding **Margaret Hutchinson,** who has resigned after nine years with NAHB, eight of them as advertising manager of its monthly *Correlator.* With 154 exhibitors, the Center's display area is now 75% filled, officials said.

Willard Woodrow's Aldon Construction Co. has established five scholarships at the San Fernando Valley campus of Los Angeles State College for students majoring in business and economics.

NAHB CHAPTERS elected these new presidents; **Frank Calcara,** Washington, D.C.; **Henry J. Rolfs,** Northern Virginia; **Joseph L. Geeraert,** suburban Maryland; **Joseph E. Shaffron,** Wisconsin; **Joseph Feld,** Rockland County, N. Y.; **Bob Diehl,** Mobile; **Herbert A. Crocker,** San Francisco; **Bob F. Roberts,** Building Contractors of California.

PREFABBERS: **Gordon G. Hazell** has left the NAHB to take the newly created post of technical director with the Prefabricated Home Manufacturers' Institute.



HAZELL

Hazell, for the past year and half, has been assistant director of NAHB's construction department and Research Institute. Before that he was with the VA five years, leaving as architectural engineer in the loan guaranty construction and valuation division.

M. O. "Gus" Gustafson has resigned as executive vice president of Thyer Manufacturing Corp. to become marketing vice president of Lumber Fabricators, Inc., in Fort Payne, Ala.

Levitt, Zeckendorf tangle over a home site

Bill Levitt and **Bill Zeckendorf,** two of the nation's building titans, are battling over a piece of choice Maryland property, the late William Woodward Jr.'s Belair racing farm.

Levitt contends the estate was sold to Webb & Knapp in "unseemly haste" for $1,187,500, despite Levitt's having offered $1,500,000 for the 2,287-acre tract. The matter has led to a suit in a Maryland court. Whoever wins, chances are likely the estate east of Washington will turn into a major housing tract.

William Breliant, the brash young realty operator who last year wrested control of Security Title Insurance Co. of Los Angeles from its longtime president, **Howard H. Rolapp** (Dec., News), moved toward his goal of making it the nation's "biggest title company." Security, of which Breliant is now chairman, merged with California Pacific Title Insurance Co. to form a combined firm with $19 million assets. This creates the second largest title firm in the nation (after Los Angeles' Title Insurance & Trust Co.).

D. D. Watson, for nine years California's real estate commissioner, has finally got around to resigning the job he expected to keep only two years. Watson, 62, quit to

continued on p. 104

FHA boss buys row house on Georgetown lane

FHA Commissioner **Norman P. Mason** has bought a house. That's news: it makes him the first housing commissioner to buy a house in Washington while in office.

The newly built rowhouse in Georgetown, just off 30th St. between P and Q streets, meets FHA construction requirements, but proper New Englander Mason did not consider FHA financing because of his job. He has a conventional mortgage for 50% of the approximate $35,000 value. He bought it through Realtor **J. Francis Harriss.**

The brick house is only 20' wide but has a front garage, large living room, fully-equipped kitchen and powder room on the first floor, two bedrooms and bath on the second floor and a skylighted studio in the attic. It is air-conditioned and has a rear picture window facing a small garden. And the house is only 2 mi. from FHA offices. He expects to walk to work in good weather.

Reni



20' WIDE, $35,000

ELIMINATES INDOOR THERMOSTATS

DUNHAM-BUSH VARI-FLOW

AUTOMATIC TEMPERATURE CONTROLS

Influences Buyers

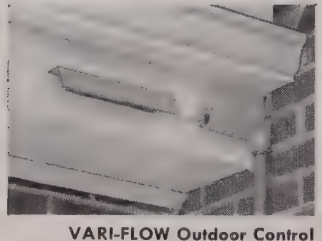
You'll find home prospects are intrigued with Vari-Flow, the amazing automatic temperature control system for hot water heating that adjusts to weather changes.

Vari-Flow keeps room temperatures always even . . . no discomfort due to temperature adjustment lag . . . saves fuel . . . saves expense.

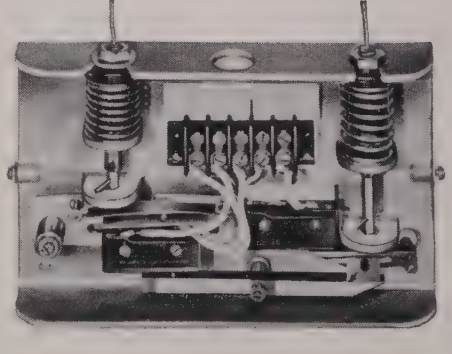
Date your homes as truly modern with Vari-Flow. It will pay off in sales.



HERE'S HOW VARI-FLOW WORKS



VARI-FLOW Outdoor Control
Fluid-filled bulb, hidden under shield, "tunes in" weather changes . . . transmits temperature rise or drop to master control box.



VARI-FLOW Central Control Panel
Automatically calls for higher water temperatures as outside temperatures drop, or for lower water temperature as outside weather moderates. System is always in balance to assure even, economical heat.



Dunham-Bush Hot Water Baseboard
Quick, easy installation. Flush and recessed types. Sturdy, quality construction. Comfort conditions every inch of room space *uniformly*. Beautiful modern design complements room features.

THIS DOES IT!

Send us your name and address. We'll put information in your hands that every builder can't afford not to have. You'll learn how easily Dunham-Bush VARI-FLOW and Baseboard can be installed; what a terrific sales story these products add to your homes.

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Special moulding and paneling patterns fit the Western Pines for *modern*

While the Western Pines have been traditional in American homes for generations, they need not be handled in the traditional manner. The wide choice of modern patterns available illustrates how completely adaptable these versatile woods can be.

Take a look at these moulding and paneling patterns. Only a small sample of the wide variety offered, they highlight the fact that the Western Pines belong in the most contemporary of settings.

And yet, this variety is only one feature of the Western Pines that makes them fit so easily into today's décor. The same beautiful grains and textures that make them favored for traditional building and decorating purposes—that same beauty lends its own special warmth and charm to modern interiors.

Catalog sheets containing complete specifications for Western Pine moulding and paneling patterns at your request. Write to the Western Pine Association, Dept. 920-V, Yeon Bldg., Portland 4, Oregon.

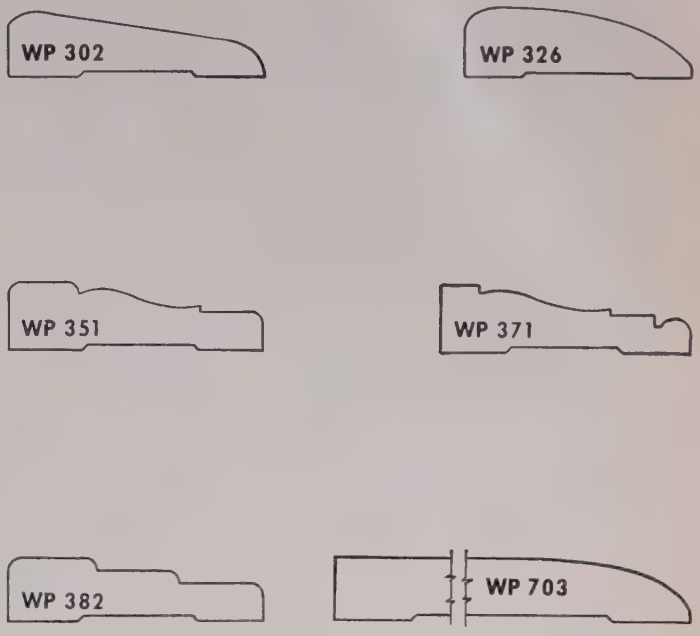
The Western Pines

Idaho White Pine
Ponderosa Pine
Sugar Pine

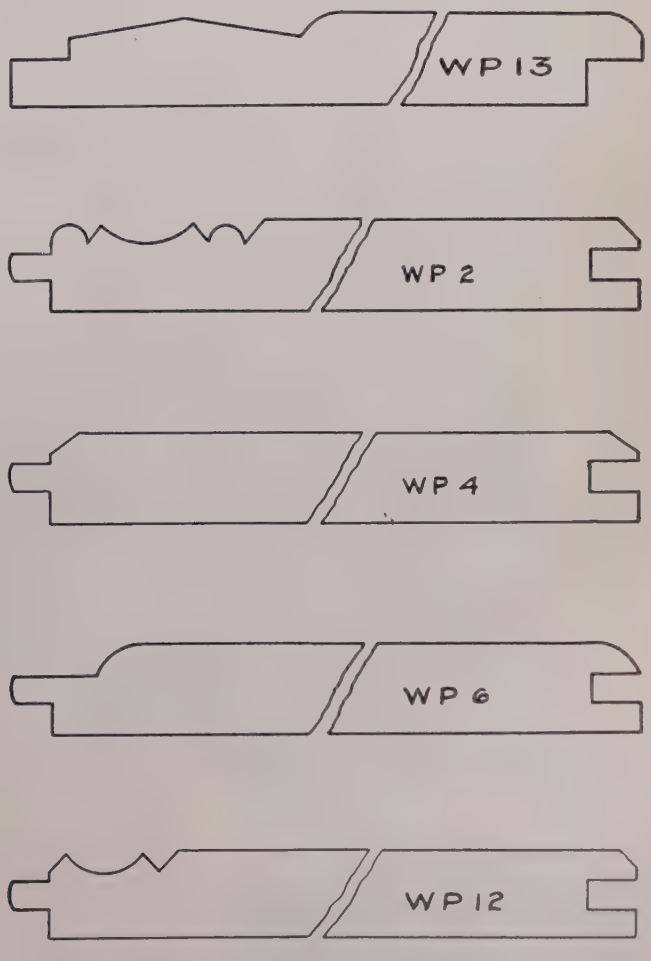
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WHITE FIR · INCENSE CEDAR
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...e manufactured to high standards of seasoning, grading, measurement

WESTERN PINE MOULDING PATTERNS



WESTERN PINE PANELING PATTERNS



TODAY'S WESTERN PINE TREE FARMING GUARANTEES LUMBER TOMORROW

continued from p. 101

work with **M. Penn Phillips,** president of Omart Investment Co., a major Los Angeles real estate firm. His reason: the $13,500 a year pay. A pending bill would have boosted this to $18,000 but Watson wrote Gov. **Goodwin Knight** "This would not help me much." Before 1938, he headed his own real estate firm in Brentwood for 25 years.

As real estate commissioner, Watson has kept a watchful eye on a vast field. There are 113,744 licensed real estate brokers in California. Watson's biggest job was to investigate complaints. In the last six months of 1956 alone, he revoked 80 licenses, suspended 31 and denied applications to 55.

Builders end urban renewal department; Saber resigns

NAHB has quietly folded up its 3½-year-old urban renewal department and accepted the resignation of its director, **Mort Saber.**

The action was taken as a money-saving move. Instead, builders are sponsoring a series of regional clinics on renewal to help persuade more builders to get into the field. The rehabilitation department's duties have been spread among other NAHB staffers.

Saber, 32, has headed NAHB's rehabilitation and renewal efforts since 1954, when **Yates Cook,** who started the department in July 1953, left to become a renewal consultant. Baltimore-born and raised, Saber graduated from John Hopkins University, won a battlefield promotion to captain in the Army during World War 2, then became public relations director for the Prisoners' Aid Assn. of Maryland. After a spell of teaching (sixth grade) in Baltimore public schools, he got into slum fixup work as public relations chief for Cook's housing bureau of the Baltimore health department where the celebrated Baltimore Plan for renovating rundown housing was born. He joined NAHB in August 1953.

John Downs, executive vice president of the Chicago Metropolitan Home Builders Assn., has been elected president of the executive officers council of NAHB. **S. A. "Sonny Dansyear,"** executive secretary of the Builders Assn. of South Florida, is the new first vice president, and **Clayton Johnson,** executive vice president of the Home Builders Assn. Hartford County (Conn.), is second vice president. . . . New chairman of the NAHB's "1 to 20 Builders" committee is **Leland G. Lee Jr.,** Dallas.

DIED: Architect **Julia Morgan,** 85, long employed by Publisher William Randolph Hearst (she designed his San Simeon home), Feb. 2, in San Francisco; Builder **H. R. Lowstuter,** 64, Feb. 4, in Arlington, **George Hare,** onetime (1948) president of the Cincinnati Home Builders, Feb. 4, in Cincinnati; Builder **John Brettschneider,** 48, Feb. 5, in Cincinnati; **R. J. Russell,** 80, St. Louis, former (1923) president of the Natl. Electrical Manufacturers Assn., Feb. 11; Lawyer-Realtor **Leslie E. Francis,** 85, Feb. 11, in Des Moines; **Victor Cahill,** 58, realtor and mortgage lender, Feb. 18, in Washington, D. C.; Brig. Gen. **Louis E. Jallade,** 81, architect and past president of the New York Society of Architects, Feb. 26, in New York; **Robert R. Taylor,** 56, Negro builder, savings and loan executive, onetime chairman of the Chicago Housing Authority, March 1, in Chicago; **Paul S. Lubienski,** 72, architect and builder of contemporary homes, March 9, in Washington; **George J. Woods,** 84, developer, March 13, in Lincoln, Neb.



ELIMINATE FLOOR BUCKLING with . . .

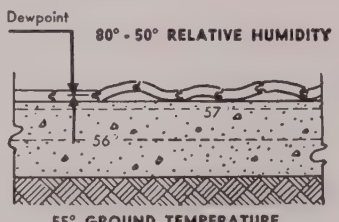
Premoulded Membrane TRADEMARK

the industry's only TRUE vapor seal . . . and

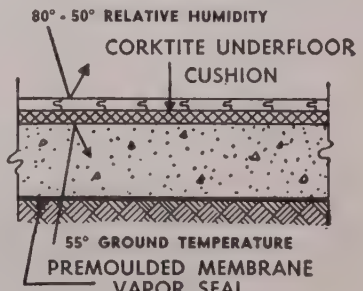
CORKTITE floor cushion. TRADEMARK

The installation of wood flooring on grade or subgrade slabs presents certain problems. The movement of free moisture and vapor transmission, from the site, through the slab and into the structure must be prevented. A "stacking of humidity" can raise the humidity to a level where a dewpoint can readily occur within the floor itself . . . buckling and rotting quickly follows.

Eliminate the two avenues of moisture migration by installing the following . . . first, "Premoulded Membrane" vapor seal should be installed directly over virgin, hard tamped grade or fill material to isolate the slab from moisture and vapor originating in the soil. "Premoulded Membrane" has a vapor permeance of .0066 grains per hour; is resistant to rot, mold and termites; is strong enough to withstand the pouring of aggregate and normal on-the-job abuse without puncturing; expands and contracts with the slab without breaking the seal; provides a monolithic vapor seal with mechanically sealed joints. Next, Corktite, the impermeable, resilient insulation with a thermal resistance of .48 BTU or less, should be installed as an underfloor cushion between the slab and finish flooring . . . this prevents a dewpoint within the floor and eliminates deterioration by condensation or ground moisture.



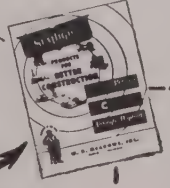
Construction without Vapor Seal or Underfloor Cushion—Active dewpoint causes rotting and buckling.



Construction with Vapor Seal and Underfloor Cushion—floors retain stability, dewpoint cannot be reached.

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Write today for complete information and your set of "Tech-Tips."



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T EXPLODES



and launches another great selling idea for U.S. Steel Homes . . .

OPERATION EXPOSURE Hits



WESTERNER CHAMPION CORONADO

FOR A NEW APPROACH TO MODERN LIVING!

SEE THE 1957

Cavalcade of U.S. Steel Homes

At your United States Steel Homes Dealer's there is no one standard house plan that you have to fit yourself into. Here, the *home* is tailored to you and your living needs. There is a wide, wide choice for you among the great new floor plans and architectural treatments for 1957!—all of them styled to suit the new way of living casually. If you want a big, impressive home . . . a small, cozy place that's perfect for a "couple" . . . or anything in between, you will find it in the pleasant suburban communities being built by United States Steel Homes Dealers. See your U. S. Steel Homes Dealer and his wonderful new homes this week!

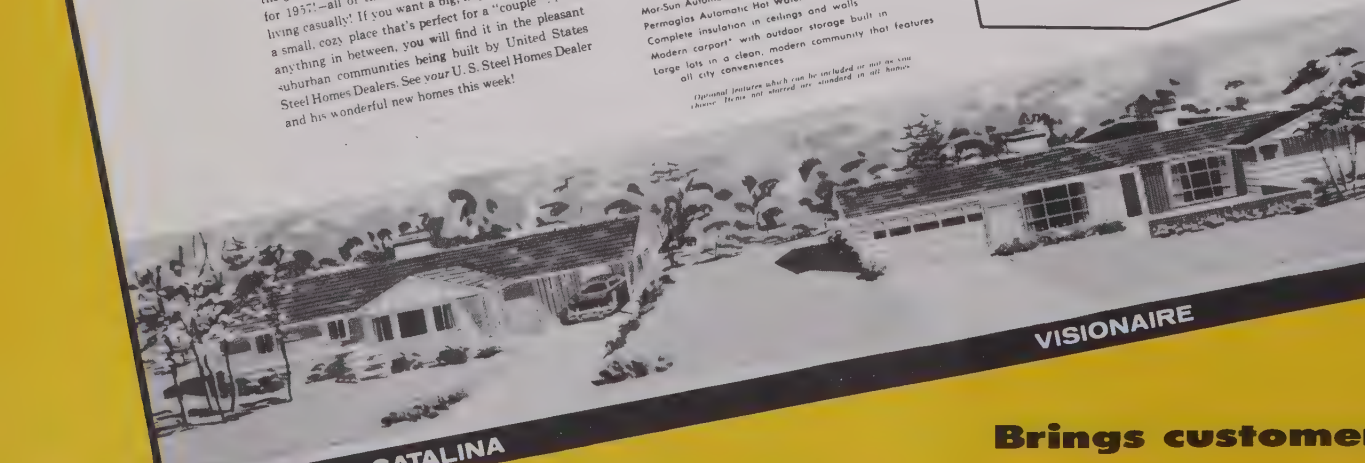
FEATURING:

Two, three, or four bedrooms
One or two tile baths
Big living room with picture window
Large sliding-door closets in all bedrooms
General Electric Light Conditioning*
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Youngstown colored, all-steel kitchen with Jet-Tower Dishwasher* and Food Waste Disposer*
Toppan Built-In Counter-Top Range* and Eye-Level Oven*
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Large lots in a clean, modern community that features all city conveniences

*Optional features which can be included or not as you choose. Items not starred are standard in all homes.

BEST POSSIBLE VA and FHA TERMS

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Manufactured by UNITED STATES STEEL homes

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Brings customers to the builder

Operation Exposure is the dealer's promotion from start to finish. Every advertisement, every piece of promotion and publicity, has one aim: to get buyers out to see the dealer's homes. The quality of the new homes he is offering—the extra value they enable him to offer—assure his success!

home buyers wherever they are!

Once again this spring, United States Steel Homes *helps its dealers to sell with an intensive nationwide sales promotion!* It's called Operation Exposure!... and features a Cavalcade of U. S. Steel Homes!

This great new promotion has one purpose: to bring the public out to see each dealer's 1957 line of improved homes . . . to bring each dealer face to face with prospective buyers. It starts April 24—and builds in intensity and excitement from then on!

STAGE 1 TELEVISION

Nothing equals a top-rated television show for sales impact and attention! So the United States Steel Hour—which reaches 20 million homes every week—will kick off the Cavalcade. You and every dealer will have the opportunity to tie in locally with the commercials on April 24.

STAGE 2 NEWSPAPERS

The weekend following the kick-off on television, United States Steel Homes gets in and pitches right on the dealer's home ground—via your local newspaper. A 1680-line ad, placed and paid for by United States Steel Homes, will urge home buyers to go out to see the dealers' new homes. Each dealer's name, development, and location will be displayed in these ads.

STAGE 3 RADIO

For some dealers, spot radio is the most effective crowd puller, so United States Steel Homes is offering professionally prepared singing commercials to all participating dealers. Time is allowed for local announcers to break in and promote you and your program.

STAGE 4 NEWSPAPERS

One week after the first United States Steel Homes newspaper ad appears, another 1680-line ad will reach home buyers. Again, the dealer and his development will be played up.

STAGE 5 NATIONAL MAGAZINES

While all this activity is whipping up excitement, full-color ads will appear in *Living for Young Homemakers* and *New Homes Guide* to add prestige and additional sell to the efforts.

STAGE 6 THE DEALER

The interest and excitement generated during the first two and a half weeks of the promotion guarantee both attention and success for each dealer's continuing advertising. Materials needed to keep buyers coming, to *keep sales climbing*, are provided by United States Steel Homes—ad mats, radio scripts, easels, displays, site signs, promotion ideas, the works!

Why sales volume and profits

BOOM

for U.S. Steel Homes Dealers

SALES HELP

Nothing in the entire building industry compares with the promotional effort put behind United States Steel Homes and the firms that build them! Selling of United States Steel Homes goes everywhere that *people* go. And, always, it is local—selling, selling, selling, for the dealer. Much of his advertising sales effort is paid for by United States Steel Homes. And all the promotion of United States Steel Homes helps the dealer's own advertising.

BUILDING HELP

A staff of highly trained, experienced building men are at your side helping you with tough problems, helping you to cut costs, helping you to turn over money as fast as possible.

FINANCIAL HELP

To qualified United States Steel Homes Dealers comes the best help any builder can get today—help in securing mortgage money at fair rates. More than that, they can also qualify for interim financing, and for help in financing model homes. At every step of the building way—from land planning to final sale—United States Steel Homes is at the side of its dealers, advising and actively assisting them in their effort to sell better homes *for less*. This is a growing organization—if you are a successful builder who wants to sell more homes with a minimum capital investment, then . . .



WRITE TO:

Advertising and Sales Promotion Dept.
United States Steel Homes
New Albany, Indiana

Manufactured by
UNITED STATES STEEL
USS homes
NEW ALBANY, INDIANA • DIVISION OF UNITED STATES STEEL CORPORATION

BY-PASSED LAND

We read with tremendous interest your article "By-passed Land" (H&H, Feb. '57).

If they are available I would very much appreciate receiving reprints of the article in question for distribution to some of our local zoning and planning authorities.

SEYMOUR FRIEDMAN
Carl M. Freeman, Inc., builders
Bethesda, Md.

While H&H's *supply of tear sheets is limited, we are happy to send out copies while they last*/ED

WARM AIR HEAT

We enjoyed your article on Warm Air Heating. Some time ago we decided that the first responsibility was with the builder —so we drew up a heat plan layout. We furnish one copy to the heating subcontractor, one copy to the carpenter foreman. The carpenters then set the studs and floor joists to provide the necessary spaces for the register rough-in boxes and the duct runs. When the heating subcontractor comes on the job, he finds all the spaces he needs open.

ELMER RADEM
American Home Builders
South Euclid, Ohio

FHA PREMIUM

About your suggestion that FHA charge a single premium of say 5% for insuring the difference between the conventional limit and 80%, then 10% on the excess for 80% to 90%, and 15% for the excess over 90%: I too favor such a plan in this country, but I do not want to commit myself on the particular premium charge, although possibly the charges you have suggested would be correct.

I also would very much prefer a liberalized FHA to a direct lending VA program by the government. I am opposed, however, as you know, to a central mortgage bank or to liberalized FNMA to the extent where they are subsidizing a very fortunate part of our population.

HENRY A. BUBB, *past president*
US Savings & Loan League

The editorial on the FHA premium reflects thorough knowledge. I hope you will continue to awake the powers that be to today's necessity for working over the entire FHA *program*. I have just addressed a letter to NAREB suggesting they get you to publish reprints of the article to circulate to realtors across the nation. It wouldn't hurt if NAREB would see that all members of the Senate and the House receive them too.

JOHN A. HENLEY, *realtor*
Kearney, Neb.

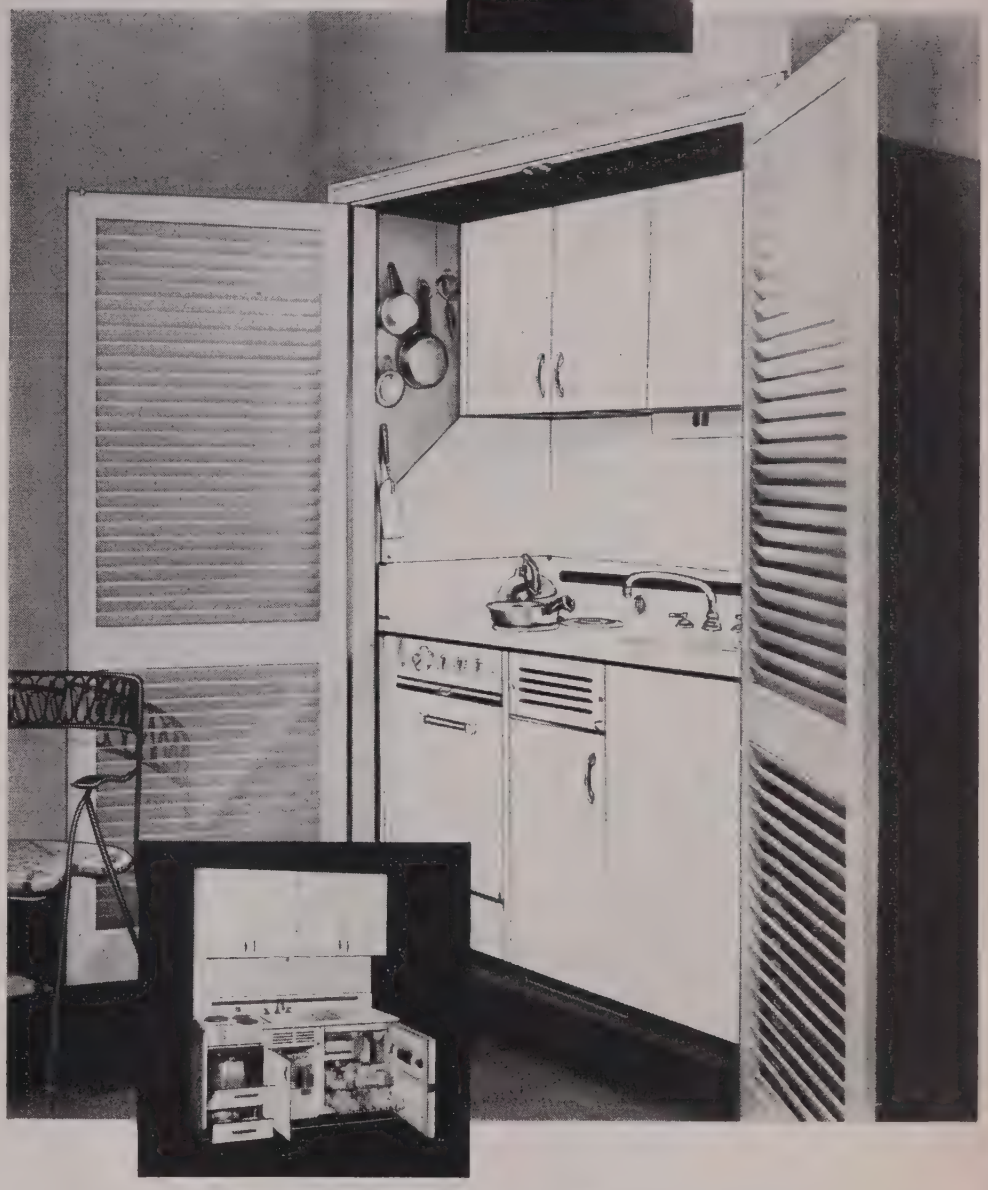
THE JOHN LONG STORY

I wish to thank HOUSE & HOME for the outstanding story about our organization which appeared in the February issue. The accurate portrayal of an organization as complex as ours must be difficult and I wish to compliment you.

As a result of the story we have been swamped by visitors and mail inquiries from all over the country. Nearly a hundred builders and contractors have visited our operation and the volume of mail has made it necessary to prepare a form letter to answer the inquiries.

JOHN F. LONG, *president*
John F. Long Home Builder, Inc.
Phoenix, Ariz.

compact kitchens by **Dwyer**



For profitable apartments
...new or remodeled

Here's a kitchen especially engineered and designed for new and remodeled apartments. It easily installs in less space than most closets.

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Commissioner Mason replies to last month's editorial on the

FHA INCOME FORMULA

HOUSE & HOME *is glad to publish this long letter from* FHA *Commissioner Norman Mason in reply to our March editorial headlined: "Now let's get some sense into* FHA *income formula."*

Except as noted in italics below, H&H agrees with almost everything Mr. Mason says. But:

Nothing Mr. Mason says would make us want to change one word of the editorial (except for his revelation that FHA *is now giving credit for a second income 69% of the time. This is news, and good news.)*

Mr. Mason's letter makes no reference at all to the whole point of our criticism, namely that as income rises from $3,000 a year to $9,600, FHA *figures the average family can be expected to spend only $444 of this $6,600 increase on its home.*—ED.

FHA's goldfish bowl has only one drawback. Those who gaze in it don't always see the same thing. Perhaps it is the angle of vision. Perhaps three years of "telling all" is too short a time to develop a background of understanding of FHA.

It was only a few years ago that the income charts for individual offices were kept secret so they could not be misinterpreted. An FHA article of 1950 bluntly states the charts "are for the use of insuring offices and are not provided for public distribution." The present administration of FHA has changed all that. FHA techniques are always available to the public.

(H&H has repeatedly praised Mr. Mason for the new policy of frankness he has inaugurated).

Of course, seeing and understanding are two different things. The March editorial in HOUSE & HOME calls the FHA income charts unworkable. That may be because HOUSE & HOME doesn't know how they work. When FHA technicians use the charts (that's who they are for) their judgment follows an entirely different route than the deductions drawn by HOUSE & HOME.

It's too bad. FHA believes in questioning established practices. FHA welcomes criticism. In this case we think it happened to be unwarranted because it was based on misunderstanding.

There are lots of things to understand about FHA income charts. Lots of things you must know before you even try to read them. They can't serve their purpose as a guide to judgment unless the reader or editorial writer knows

—FHA income charts are not a formula.
—FHA income charts are not based on assumptions.
—FHA income charts don't set forth requirements.

(H&H was most specific in explaining that these charts are issued only as "guide to judgment and a starting point for the logical analysis of the mortgagor's ability to pay").

FHA income charts just give a composite picture of what families want to spend for housing

Even in trying to make a composite there has to be more than one simple line on the chart. American families are so individual. They don't even lose that individuality when their incomes are run through a tabulating machine.

Families with an income of $10,000 are no more alike than all the people who live on Main St. are alike. By number of children—by health—by hobbies—even by in-laws they vary. We think they should.

That's why the old rule of thumb of 25% of monthly income for housing expense doesn't work. It is not enough for some. Too much for others.

FHA wanted a better guide to judgment of ability to pay. One of the simplest methods possible was followed. Using past performances as the most reliable data on the housing expense actually paid by families in various income groups, FHA started a comprehensive study of a large number of insured mortgage loans. These data change as additional experience accumulates. Charts are compiled (by income groups) to show the spread between the lowest housing expense incurred and the highest housing expense.

Each family makes its own decision with respect to how much it can afford for housing. The FHA charts reflect those decisions. They are studies of the collective reasoning of millions of American families. The number of cases in which that reasoning was influenced by the lending institution or FHA are few and they would not alter one line on the chart so much as the width of a fine pencil line.

(H&H cannot agree with this paragraph. The charts reflect not what borrowers want to spend for housing but what FHA approved in their budgeting for housing in 1953-55. The whole point of our editorial last month was that if a $9,000 a year family wants *to spend as much of its income for housing as a $3,000 family, FHA should not do so much to discourage the bigger housing budget).*

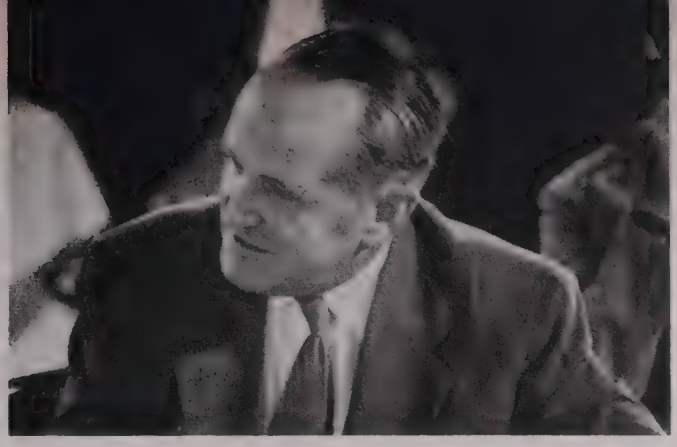
Higher income groups do pay proportionately less for housing

The charts show that in FHA experience the proportion of income typically spent for housing tends to fall as incomes rise. Those who don't like to see this trend think there must be a villain responsible for these results, that the villain must be FHA.

But the truth is that FHA's method of credit analysis is not responsible for the fact that as family incomes rise, the proportion of income spent for housing falls. This tendency of families to spend smaller proportions of increments of income was typical long before FHA was born. The trend is found not only among home-buying families but also among families that rent. This is the way families have decided to spend their housing dollars, whether we like it or not.

FHA doesn't control the spending. Its studies merely reflect the facts. Perhaps these charts which are guides to judgment about ability to pay could be used by industry as guides to judgment in selling better housing—better quality. Increased appreciation means increased demand.

But like FHA charts, quality has to be understood to be appreciated. The FHA appreciates quality and recognizes it in its valuations. When American families want to get better



Roy Stevens

NORMAN P. MASON

quality they are willing to spend a higher percentage of their income for housing.

Family spending habits change

FHA recognizes that family spending habits can and do change. Proportions of income spent on housing vary. What was normal five to ten years ago may not be typical today, or five years from now. That is one reason why FHA does not blindly follow rules of thumb that are so old that they no longer fit the conditions of today. The rule that the price of the home should not exceed 2½ times the family's annual income is such a formula. (It is so old that no one knows when it was first started or who was the authority.) It disregards the actual monthly cost of housing which can vary substantially for homes having the same value. Take for example, the way the cost of heating varies from north to south.

Who can speak with real authority as to how much families should spend for housing? FHA believes that the best way to find the answer to this question is to learn first of all what families of various income groups are spending for housing. Each family makes its own decisions with respect to how it will spend its income, how much it can afford for housing, or how much it wants to spend for housing. The exceptions are the very small proportion that are inhibited more or less by lenders or FHA who may refuse to go along with what a particular borrower would like to do because they feel that he is overextending his credit ability.

Some families want to spend only a very small proportion of income for housing. Others want to go all out for the best home they think they can afford. Many of the latter stretch their paying ability to the limit and find it difficult to accumulate any reserves or save up for a rainy day. These are the marginal purchasers. What they spend for housing is more significant for our inquiry than the median purchasers. The statistics pertaining to the families that spend the largest proportions of income for housing are, therefore, a practical indication of the maximum that families should pay.

In your article on "FHA Income Formula"—which isn't a formula at all—it was assumed that the median housing expense was taken by FHA as the maximum that families should pay.

Between reading the wrong line and giving it the wrong interpretation, it's no wonder some alarming conclusions were drawn. FHA would be alarmed, too, if that were the way the charts worked.

(No—H&H specifically explained that the median line reflects "the housing-expense-to-income ratios FHA expects to see exceeded as often as not." And on all charts we showed the wide cone of dispersion of 80% of the mortgages.)

Even credit experience can't set a rigid rule

Many factors have a bearing on family finances. These include size of family, previous housing expense, nature and amount of outstanding obligations, term of loan, general reputation, attitude toward obligations, stability of employment and reserves.

The FHA charts serve another important purpose. The loan applied for is analyzed in all its aspects—the value of the security, the quality of the property, the desirability of the location, as well as the borrower's credit. This is done by a system of analysis called the mortgage-risk rating system. In this system it is just as important to recoginze conditions which improve the security or risk as it is to recognize the points of weakness in the loan transaction. In many instances a favorable condition may offset a condition that is not so favorable. The housing expense charts provide a partial guide to rating the ability-to-pay factor, in terms of gradations from poor to excellent. But there are always exceptions. The charts can only be guides—and only one of the guides at that.

Underwriting mortgages is a business that's easily misunderstood

It is too bad we can't make charts so simple everyone can understand them at a glance. We try to. We want all our methods known. We welcome advice from industry.

Yes, it is a shame that all who gaze in the FHA fishbowl don't see the same thing. Builders praise our new charts on income. Editors view them with alarm by reading the wrong lines.

To FHA technicians the new charts are just a better guide to use in evaluating individual cases because they bring the picture of experience more up to date.

FHA recognizes the incomes of working wives

FHA does not have the policy of "counting only one income per family." All income with stability to support a long-term mortgage is taken into consideration.

In a recent survey, the working wife's income was considered effective in 69% of all cases involving the dual income of husband and wife. In the other 31% the income could not be considered as support for the mortgage because the wife was working only temporarily and in most cases her income was to be used to liquidate nonrecurring debts. FHA has had many cases where the wife's income was the determining factor in approving insurance of the loan.

Away with the obstacles

FHA does not have to be sold on the quality market. FHA does not have to be sold on the high credit standing of American families.

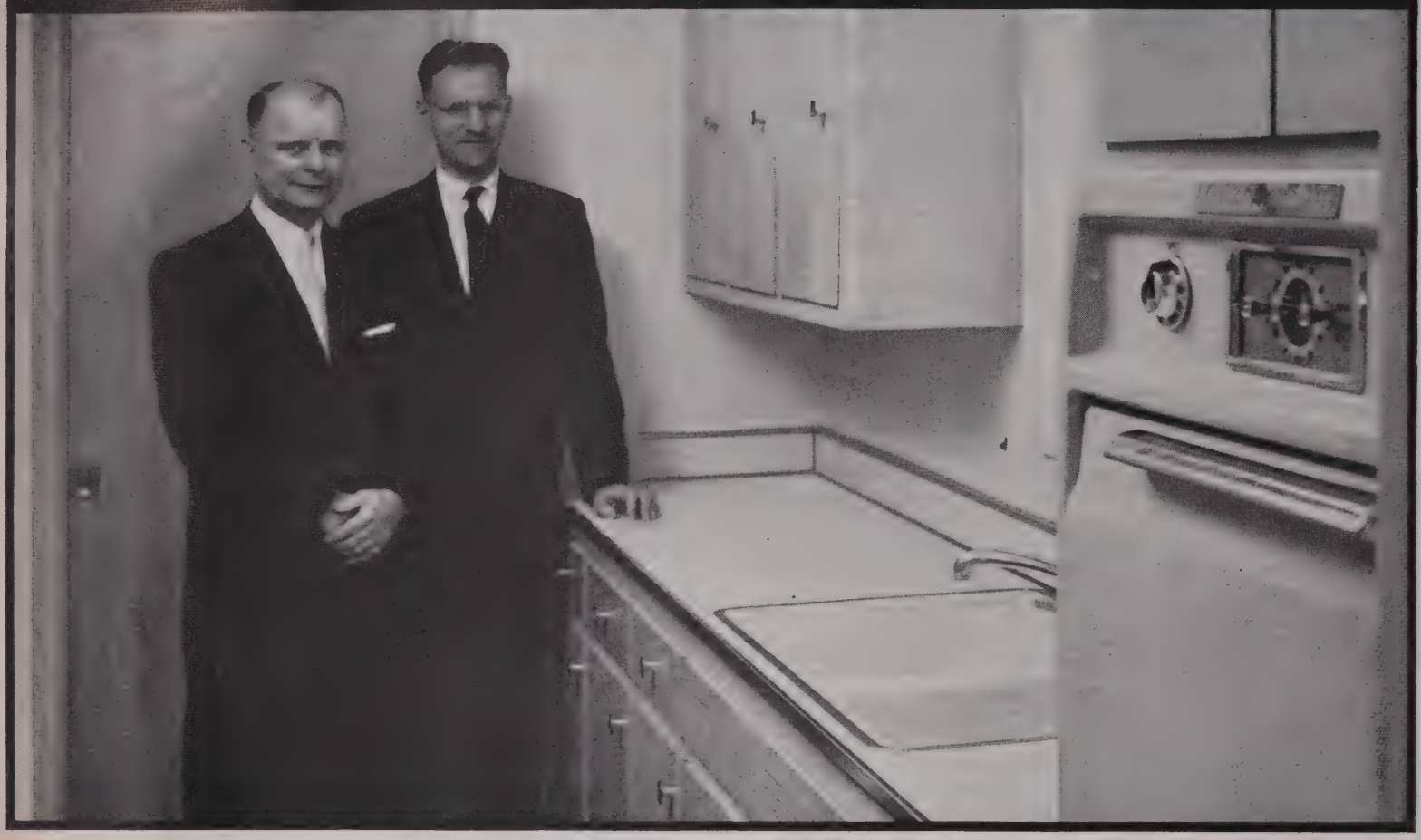
After 22 years' experience in underwriting more than $33 billion in mortgages FHA has deep respect for good quality—good design, and FHA is positive proof of the ability of American families to pay for their own homes.

Let's face facts realistically

Why don't American families want to spend a higher percentage of their income for housing? We wonder if it would not be well for both FHA and HOUSE & HOME to take a look at the 40% below the median line on the chart. Perhaps we could find out why they don't want to spend more.

NORMAN P. MASON, *commissioner*
Federal Housing Administration
Washington, D.C.

Textolite® Ideas FOR YOUR MERCHANDISING FILE



Marks & Mahoney achieve color harmony by matching Textolite counter surfacing with appliances and walls.

Detroit builders find "Mix-or-Match" idea really works in new-home kitchens!

Only General Electric Textolite® surfacing offers the powerful selling advantages of General Electric "Mix-or-Match" color styling.

Detroit builders Lloyd Marks and George Mahoney, of Marks & Mahoney, know that a woman's reaction to the kitchen can decide the sale of a home. That's why they put the General Electric "Mix-or-Match" program to work in their $20,000 to $25,000 homes. The program has paid off!

Only General Electric Textolite surfacing offers the patterns and colors that make this "Mix-or-Match" program possible. With over 80 attractive colors and patterns . . . distinctive patterns that women love . . . Textolite offers the widest range of color styling. And Textolite surfacing stays new-looking for years; resists wear; wipes clean with a damp cloth.

With built-in sales appeal, *plus* the tremendous selling power and quality of the General Electric name . . . Textolite will do a better selling job for you *all through* the house! Specify Textolite surfacing . . . it *sells!*



Long-lived Textolite surfacing resists wear, stains and scratches; wipes clean with a damp cloth; stays new-looking longer. With over 80 attractive colors and patterns, General Electric Textolite counter and wall surfacing adds powerful sales appeal throughout a home.

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Cover: Opening day at Community Builders, Silver Spring, Md. Photo: Al Small.

How to use the model house for HOME



This issue brings you home merchandising ideas from 103 towns and cities

Hundreds of architects, builders, realtors, decorators, dealers and lenders in 103 towns and cities in 35 states contributed their merchandising ideas and know how for this special issue. Eleven HOUSE & HOME editors traveled some 40,000 miles from coast to coast and border to border to find out what the most successful home merchandisers are doing to keep up their sales.

In every city they found some builders setting new records because they were doing an outstanding merchandising job. These are the successful men whose sales-tested suggestions you will find packed into the next 74 pages.

To get you still more help, HOUSE & HOME invited some of the smartest merchandising counsellors in the country—the presidents and vice-presidents of 18 leading advertising agencies—to a special Round Table on how builders and manufacturers can work together to build more sales through the model house.

Never before have so many home merchandising experts in so many cities provided so many ideas for an issue like this.

MERCHANDISING

"THE model house has for years been the No. 1 selling tool of the whole home building industry. . . .

"Model houses set the standard for all other new houses built for sale. They are the models other builders copy, for small builders who cannot afford a model house of their own must meet the demands of customers who have learned from other builders' models what to look for and expect.

"Model houses create thousands of added sales for these small builders too, for without them our industry would have no way to show how much pleasanter a good new house can be."

This brief extract from HOUSE & HOME's Round Table on Selling (page 152) points up the purpose of this special issue:

to help make the model house a more effective selling tool

Few will now deny that home building is being outsold—and not just by *other* industries. Some of the toughest competition that faces the average new house today comes from *the old house.*

Here's how a smart Miami architect puts it: "The reason builders are having trouble selling new houses is that too many people think a five-year-old house is just as good and a whole lot cheaper."

The answer is to show people a model house that looks so much better *and is so much better* that there just isn't any comparison. You'll find examples starting on page 159—nine case studies of some of today's best selling model houses by builders in all sections of the country.

But even the best model house is not enough all by itself. To realize its sales potential you must do a good merchandising job.

Successful merchandisers are painstaking about every detail that helps make a good first impression when the prospect drives up in his car. (To see how they create this curb appeal, turn to page 112.)

Successful merchandisers are just as particular about the inside of their models. They get expert help, use colors and finishes the experts know will appeal to prospects, and furnish to make people feel at home. (For ideas like the "lived-in-look," suggestions on how much to spend, where to get furniture and many other invaluable tips, see page 117.)

Successful merchandisers are not content to sit back and wait for customers. They know what to do to get the crowds out and how to handle them when they arrive. (See page 131.) And they have dozens and dozens of good ideas on how to turn lookers into buyers. (See page 141.)

Here, in short, is a manual on the model home and how to merchandise it. Every idea, every suggestion, every technique has helped at least one builder sell more houses. And at the end of the manual you'll find a Directory of Sales Aids (page 182) you can get from your suppliers.



QUINTESSENCE OF CURB APPEAL: *this Seattle house fits into its landscaped setting, has features adaptable to smaller houses,*

Give your house CURB APPEAL

"Fifty per cent of selling is done at the curb," says builder Carson Cowherd of Kansas City.

"I want a model house that looks so good," says Jack Sargent of Topeka, "that when people drive by they jam on the brakes and say, 'Wow! We've got to see that.'"

Curb appeal includes all the things people see from their cars. It is the first over-all impression your house makes on visitors. It is what makes people get out of their cars on rainy days, or at the end of a long afternoon of house shopping, or what compels them to come in when they had no intention of stopping to look at a model house.

When your house has strong curb appeal your visitors walk in with a warm glow of anticipation. When they like what they see as they come up to the front door they are already half sold.

Curb appeal begins with good design

People like a house that has pleasing proportions, that "looks good" because it is nicely balanced, with one half that belongs to the other half, with windows lined up and not just holes punched at random in the walls. The strong appeal of old New England houses owes much to their balance, window placement and a well-proportioned mass.

Buyers want a house that will impress their friends. So curb appeal includes the design features that make a house look big: either long and stretched out, or with an impressive bulk, or with a big roof. Such design features as a double garage (with or without a breezeway) at one end of a house and a porch or partially covered patio at the other are methods used by good architects to give size to their houses. It is no accident that some of today's best sellers are big, bulky split levels or copies of French provincial houses with a high roof that makes them look large.

Trees and shrubs help the first impression

Trees are one of the most valuable elements in creating favorable curb appeal, so choose a site for your model house among trees. If there are no trees, create pleasant surroundings with landscaping and flowers.

Many builders in arid climates who do not include landscaping with their base price believe it is poor practice to landscape a model. But they are losing sales by not showing how well their houses could look a year or two after buyers move in. They are like a painter who tries to sell his bare canvas without a frame.

Flowers and fences frame the picture

"I always landscape my models," says Alan Brockbank of Salt Lake City, past president of NAHB. "I spend up to $750 per house and know that it pays off." He makes it clear to visitors that landscaping is not included in his price. Flowers, flower boxes and fences are part of the frame around

textured shadowline patterns including brick wall, heavy shingles, overhanging roof, inviting porch. Architect: Roger Jacques Gotteland AIA

to make a good first impression

any model, as the photographs here and on the next pages show. Much of the charm of the pleasant house above is due to its trees and landscaping.

Builders everywhere say that the houses which are selling best are the ones with interesting, pleasing exterior design features. Whether they are buying contemporary or Cape Cod, people want *textured* materials. They like brick (especially old brick), stone, wood siding with either a strong vertical or horizontal pattern. They like walls, fences and planting boxes that have an interesting design pattern. They like overhangs and roofs that extend over a front porch. They want textured roofs, which is why heavy shakes are so popular. One builder summed up this trend by saying, "People want to see shadow lines."

Give your house interesting lines

While the simple rectangular house is still cheapest to build, it is significant that so many builders today have found it necessary from a sales point of view to build L-shaped houses or houses with off-sets or other irregular shapes, including multi-level roof patterns.

Your model is your show window. What buyers see from the street should look as perfect and as immaculately clean as you can make it. Nothing should be too much trouble in maintaining lawn, landscaping, paint, window cleaning and other details.

Photos: (above) Chas. A. Pearson; (below) Julius Shulman



LANDSCAPE LESSON *for builders everywhere is this pleasant scene created out of bare, treeless land by Aldon Construction, Los Angeles. Tremendous sales appeal results from fences, masonry block planters, trees, flowering shrubs, well groomed grass.*

Turn page for more curb appeal ➤

How to create curb appeal:

HERE ARE FOUR SURE-FIRE RULES



William Wollin



Give your house an important entrance and front door

Here is an entrance that looks warm and inviting. The planting boxes, landscaping, roof overhangs, wide sidewalk carry your eye to the double front doors, make you want to walk in. This is Palma Ceia Village, Hayward, Calif.

As a master showman, Frank Lloyd Wright always dramatizes the front door, makes it important, often large (never underscaled or puny), always exciting. This is the attractive entrance to his Erdman Homes prefab, Madison, Wis.

Hutchinson



Ernest Br



Design your house to look large and imposing

Because most buyers want a house that will impress their friends, they like it to look large and more expensive. Wide overhangs, a roof carried out over a carport or garage help this effect. This house is by Modular Homes of St. Louis.

Roof pitch is important in suggesting size. Here the wide overhangs, a roof sweeping down over the front porch, the bulk of the garage with its heavy shingle roof add to the impressive size. Brown & Kauffmann house, Sunnyvale, Calif.

Page Photo Service





Fit your house to its site and then landscape it

This house looks as if it grew out of its site because Builder Jake Lefferts, Middletown, N. J., does a skillful grading job, makes lawns sweep gently to the house, softens foundation lines with plantings. The curved walk adds a pleasing line.

A few dollars spent in plantings brings back many sales dollars if model house gardens are well kept. "Women want romance in their houses," says one California architect, and this sort of landscaping helps provide it. Don Scholz, Toledo.



Del Carlo

Enrich your model house with texture and pattern

In the Dave Bohannon house above at San Jose, Calif. Architect Mogens Mogensen used an attractive fence and entrance gate to give interest, charm and individuality. Vertical battens add other texture and design interest. Landscaping as used here softens the looks of a new house.

Don Scholz of Toledo is a great curb appeal artist. The photo below shows how he romanticizes his houses. He gets shadow lines from overhangs, porches, vertical siding, gets textured effects from windows, garage doors. His fence, lamppost, flowers and landscaping are shrewd showmanship.

James T. Strong



How to create curb appeal:

18 MORE WAYS TO PUT YOUR BEST FACE FORWARD

Complete Job

Even low-cost houses benefit from extra care in landscaping. In Seattle, Ray Hallberg goes all-out, on his basic $10,900 houses. He seeds both front and rear yards, puts in a rear fence that shows from the street. On two models, side-by-side, he spent $950 for fences and landscaping, got most of it back when he sold the houses.

Full Grown

People find it hard to see what good landscaping will look like in a few years. Leon Weiner landscapes his model houses with full grown stock, instead of the young shrubs that buyers get. His salesmen then tell customers that "this is what your house will look like in seven years."

Light up the Sky

Night lighting is sure to give curb appeal to those buyers who like to look at houses in the evening. In Austin, Tex., Nash Phillips-Copus joined with the local utility to light up an entire street of their houses (they don't do this for single houses, only a streetful).



Do-It-Yourself Landscaping

Builders Hitchcock & Chamberlain of Sacramento landscape their models, with a different plan for each house. Then to encourage buyers to plant their own landscaping, the builders give a complete book on landscaping and a specific plan for each house. Nearly everyone carries out the plan and soon entire neighborhoods are beautified.

Don't Fight With Neighbors

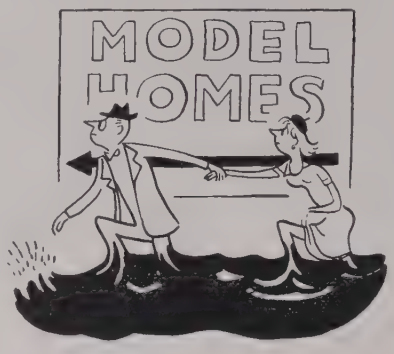
Modular Homes of St. Louis suggest their prefab dealers orient their model on the lot so it will not conflict with neighboring houses in appearance. They recommend vines and flowers around fences, so the fence will blend into the setting and not look like an afterthought.

Grow, Darn You, Grow

Everyone grants the appeal of a green lawn, but seeds take a long time to sprout. At Oak Hill in Middletown, N. J., lawns are grown under "forced draft." The landscaper uses an extra heavy spread of grass seed, waters it daily, nurses it along with extra attention until it is thick and luxurious. Builders in Kansas City have found they can get the same effect by putting in sod instead of seed.

Sweet and Sticky

"Whether we like it or not, schmaltz sells," says Toledo prefabber Don Scholz. "When the buyer sees the rail fence, the diamond-light windows, the green shutters, the lamppost, the rock garden and the big tree he identifies them with home."



Barroom Floor

Even in rainy Seattle, buyers don't like tramping in the mud. Because builders don't seed lawns, Realtor Bill McPherson recommends they cover the front yard with sawdust, which permits visitors to walk around house, look at it from any angle without bogging down. It also adds "a slight carnival spirit."

Fence Me In

Front fences for all houses is a "must" for A. L. Branden, in Hayward, Calif. Color of the fences is coordinated with that of the house to make the models seem longer and to provide a sense of privacy and luxury around the house.

Olive Green

Olives are useful for more than Martinis. Builder Willard Woodrow, in Los Angeles, is building his Parkwood Royale project on the site of a former olive orchard. Since olive trees can be moved with little danger of their dying, Woodrow transplants full-grown trees on lots to fit his layout.

Pays for Itself

Big trees cost money, but some builders think they are bargains. American Housing Guild, in San Diego, says: "The cost of moving one big tree to each house is more than paid for by faster sales. It overcomes the raw look of a few spindly trees."

Professional Advice

Color consultant W. Shrewsbury Pusey, of Urbana, Ill., gives some rules for using color to add curb appeal:

"The entrance should be treated with the brightest color, but body and trim should be less intense. A dark roof will make a high and boxy house look lower; a narrow house will look wider by the addition of a fence with a color accent that repeats the one on the house. Dark body colors make a house look smaller, light ones add to its size. Subdued roof colors keep the viewer's attention at eye-level."

Good Looking Drive-in

When NBC signs up a new builder for their Arlene Francis house, it urges him to make an attractive drive-up impression. "Make certain that the immediate area, as well as the model, is inviting, immaculate and attractive. You can accomplish this economically by landscaping."

Mum's the Word

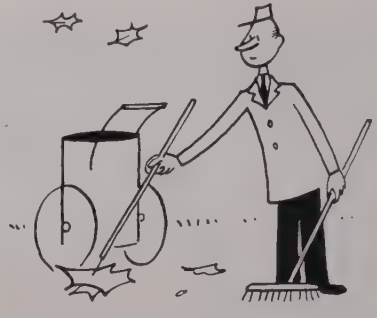
Bob Gerholz believes in oceans of flowers at the model house, not only to set off the house, but as a traffic builder as well. During the early Fall season, he set out thousands of mums, and drew traffic-jam crowds when the word got around about the beauty of the display.

Build a Park

In their big Syracuse, N. Y., project, Bayberry Communities built a model house "park": five houses set in a fully landscaped area. Main reason for concentrating the models was to provide the look of an established community, with green lawns and shrubs, flowering gardens and concrete pavement.

Toujours L'Amour

"Women are looking for romance in house styles too. A perfectly plain house cannot compete with a model house that women think is cute," says Architect Ragnar Qvale, of Los Angeles, who does renderings for scores of builders, knows what is selling.



Drawings by Charles E. Martin

Keep it Clean!

"When we take over a tract that has not been selling," says Frank Hart of Walker & Lee (one of southern California's biggest realtors) the first thing we do is clean up the yard. Then we see it is kept clean. Nothing creates such a bad impression as a dirty, unkept front yard."

Big Roof is the Big Sell

House appeal is like auto appeal: buyers want something that looks as if it cost a lot more—A Chevvie that looks like a Cadillac. In Kansas City many of the big houses by builders like J. C. Nichols, E. R. Elgin, Cinnamon Construction and Town & Country Estates have unusually high, "French Provincial" roofs, cost $40,000 and up.

The sure-fire curb appeal in a big roof is being copied in houses costing half this figure. At least a dozen builders have switched.



HOW TO SET THE SCENE

Photo: Fred Lyon

The best way to sell houses is to decorate and furnish your model. That is the conviction of over 75% of all the model house builders questioned last month by HOUSE & HOME editors.

Why? Because the furnished model makes visitors feel almost at home; because a visitor who feels almost at home will start to identify himself with the house; and because identification with the house is the tie that binds a buyer.

How can you decorate and furnish to create this effect? The answer is on the next 12 pages. It is made up of dozens of ideas and suggestions tested and proved by successful builders all over the US.

These builders have found many good and different ways to decorate their houses to help them sell; they have discovered what materials potential buyers like to see in the houses they visit; they have found where to get professional help and how to get furniture, and they have learned lessons worth passing on about the costs of decorating and furnishing.

Here's a quick preview of what you'll see on the next 12 pages:

COLORS: *Do you know which ones buyers like?* p. 118

WALLPAPERS: *See what styles consumers buy* p. 118

TEXTURES: *Brick, plastics and wood make good interior decoration* pp. 118-119

FURNITURE: *It helps visitors see how your house plan would work for them* p. 120

Should you furnish in just one style? p. 125

DECORATORS: *How should you work with them, what should you spend?* p. 123

ACCESSORIES: *Here are nine ways you can create a lived-in look* pp. 126-127

CURTAINS AND CARPETS: *How to use them for the best effect* p. 128

SPOT DECORATING: *When you can't furnish completely, decorate a corner* p. 128

BATHS AND KITCHENS: *They get close inspection. Do yours help sell?* p. 129

How to set the scene:

THE FIRST STEP IS TO DECORATE

The paint, papers and wall coverings you use inside your house; the tile, stone and wood flooring you put down; the exposed beams, paneled walls, plastic dividers you build into the house are all a part of decorating.

How well you sell may depend on how well you decorate and there are so many decorative materials available that you need never lack for ideas. Below is a case book of such ideas from color consultants, wallpaper manufacturers, decorators and builders, all of whom have tried them with success.

Color is a merchandising tool

"Progressive builders can be compared with automobile manufacturers who realized long ago that color is one of the biggest factors in instilling the buying urge," says Color Consultant Beatrice West of New York.

"Gone are the days," says Builder Herman Sarkowsky of Seattle, "when a builder told his superintendent to 'use whatever color you've got in the bucket.' " Today many builders have their own color consultant right on the staff and paint manufacturers' booklets on coordinated color schemes are available to everyone. (For such manufacturers' services, see the Directory of Sales Aids, p. 182.)

Here are the colors Bea West says people like best:

Wall colors: white or light background colors

Accent colors: clean white, blues, turquoises, pinks, reds, oranges, yellows for stimulation and activity, cool blues for a restful scene.

And here are additional points she makes about color:

Take your color cue from the exterior when the house opens to the out-of-doors.

One basic color scheme in a small house is sufficient.

Rooms which open to each other should be closely related in color.

Use light, cool colors to make a room seem larger.

Use darker colors at opposite ends of a long split-level living room to shorten its length; use light colors on side walls for greater apparent width.

Use light ceilings in a ranch house for height.

Wallpaper makes talk, creates a strong impression

Says Builder Frank Evans of Portland, Ore.: "I have to make a good impression on visitors, get them to remember my house. So I make a talking point of interesting wallpaper." Decorator Doris Palmer of Los Angeles says that "wallpaper breaks up the monotony of four alike walls," usually puts it on one wall to give a massed effect of texture and pattern. And on Long Island a HOUSE & HOME editor found that wallpaper sells a house so well that many builders charge extra for painted walls.

Here are designs the Wallpaper Council says people like best:

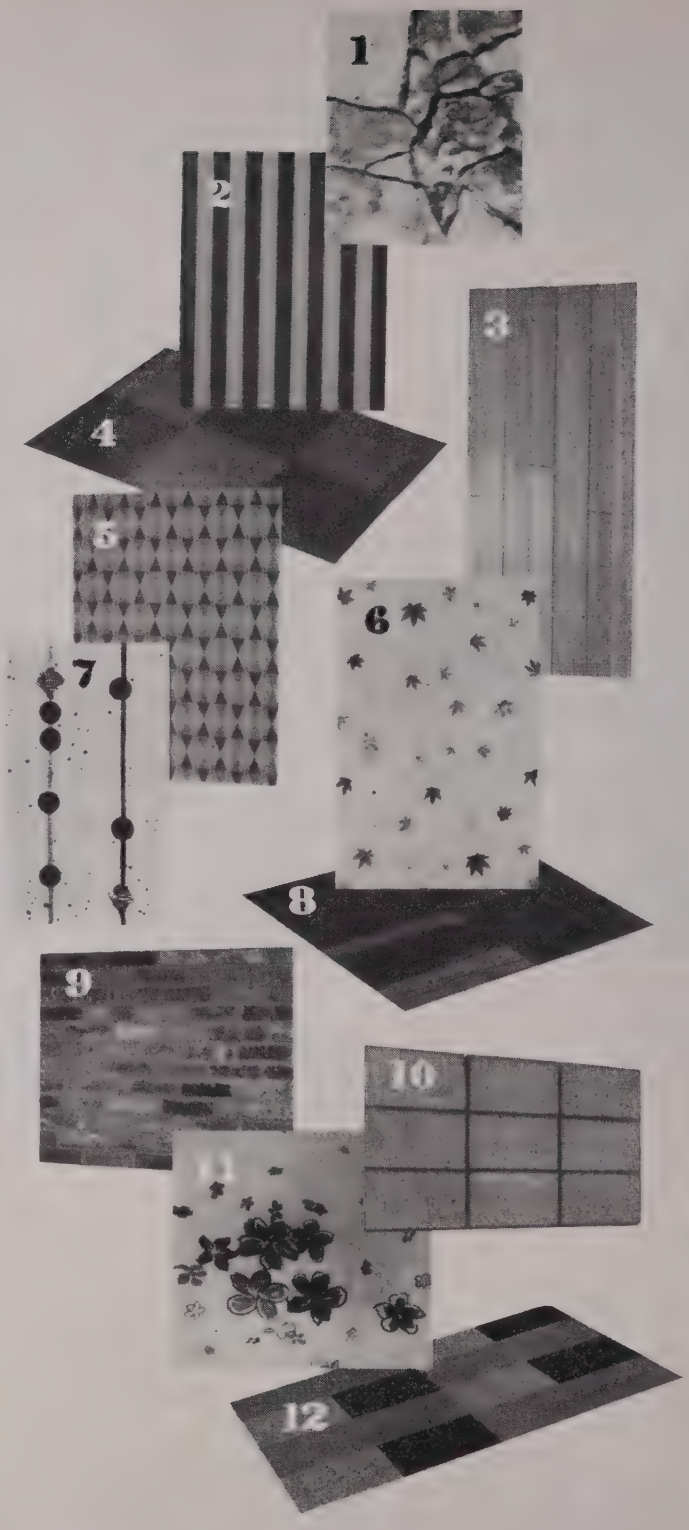
Geometrics, textures, stripes, scenics, free florals.

Here are the wallpaper colors they say are most popular:

Beiges, warm grays, greens, blue-greens, blues, yellow (bedrooms).

And here is where they say to use paper for best effect:

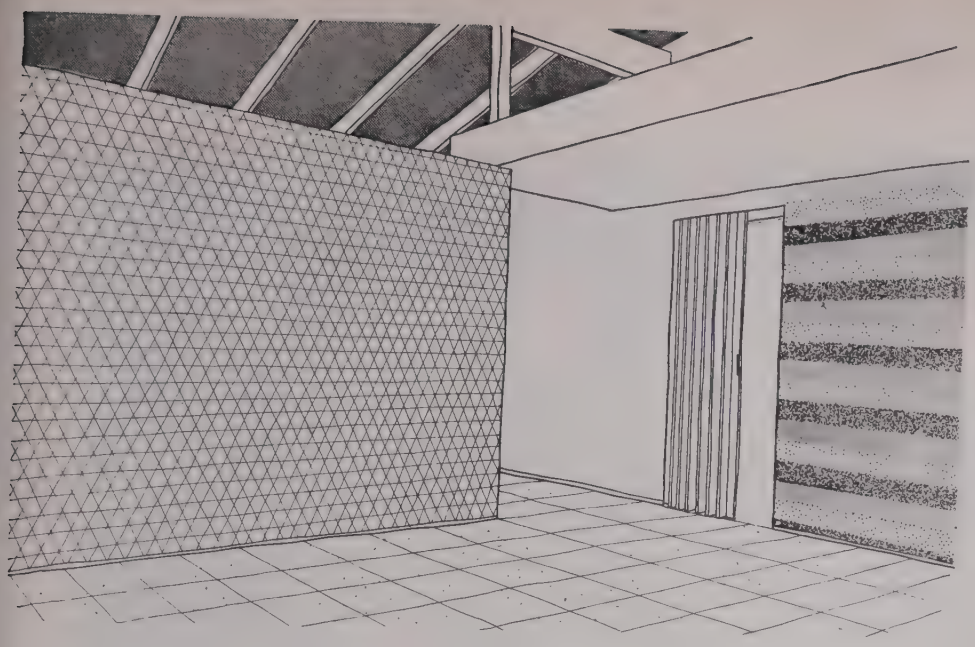
Dining area or dining room, bedrooms, kitchens (to soften look of metal cabinets), baths (vinyl treated papers and plastic coverings), ceilings (to unify the look of a room).



Materials you can use to decorate

The "swatches" shown above will do these basic decorating jobs:

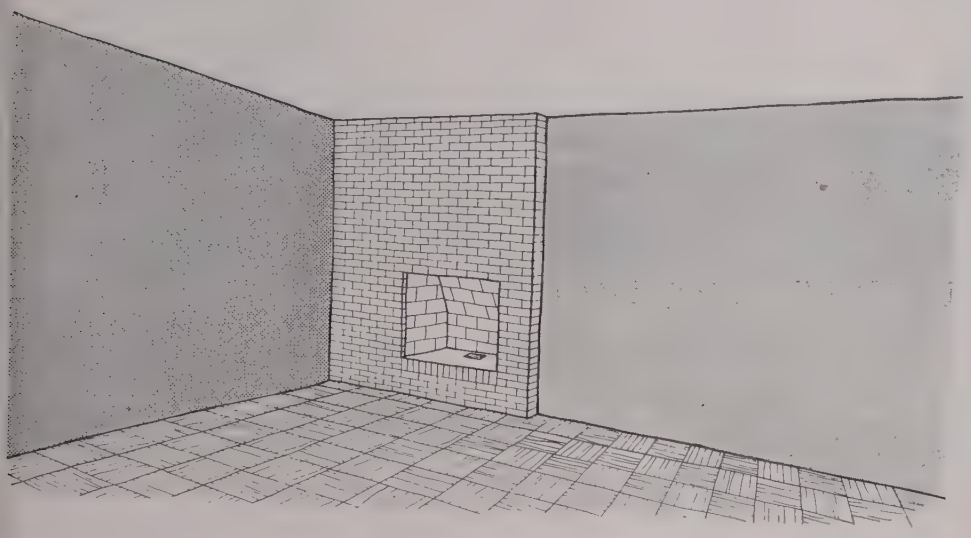
1. Stone keeps down maintenance in an entranceway.
2. Wide-striped wallpaper adds height.—*By Strahan.*
3. Wood panels require no upkeep.
4. Cork floors give you pattern underfoot.
5. Geometric papers make rough walls look smooth.
6. Plastic panels are good stationary screens.—*By Wasco.*
7. Vinyl wall covering helps sell baths.—*Velvetex.*
8. Hardwood floors look luxurious in a low-cost house.
9. Old brick puts a lot of texture in a house.
10. Concrete block can look fine on a fireplace wall.
11. Floral wallpapers help sell bedrooms. —*By Enterprize.*
12. Asphalt and vinyl floors wear well and look well.



Here's a way to use paper

To break up the monotony of four alike walls, use wallpaper as Architects Palmer & Krisel did here to give their rooms texture and pattern and to help complement the architecture of the house. Beige background colors of the papers blend with the wood tones of the folding door and the exposed beam ceiling.

Near the entrance a horizontally striped paper leads the eye toward the adjoining room. On the slab wall, small-scale geometric paper is same as No. 5 on opposite page. Papers like the ones shown here were used in a single color scheme to help make the house look larger and to keep buyers from being distracted by too many colors. Doris Palmer of Palmer & Krisel suggests that you offer no more than 12 different color schemes in any one group of houses, since buyers tend to become confused by the variety offered to them.



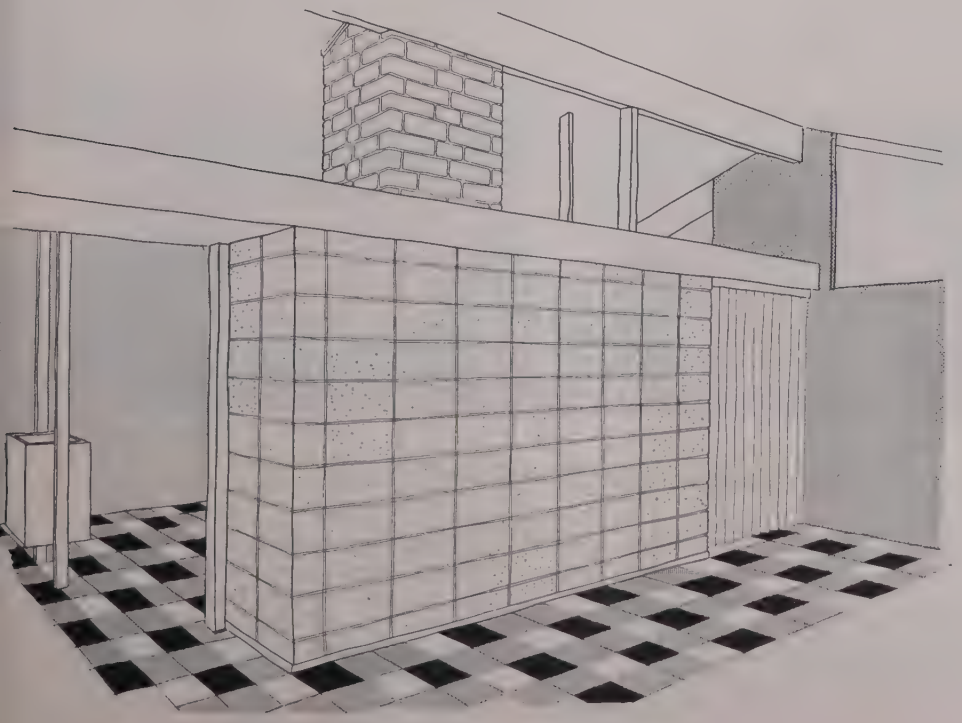
. . . to use texture

Builder Leon Weiner decorates to give his buyers a pleasant setting for the furniture they will eventually use.

He lets people have a clear look at his handsome parquet floor, contrasts its rich wood texture with the brick surround of the fireplace.

In this house he put the fireplace in a corner so that furniture could be grouped around it, leaving areas to the right free for traffic.

He painted the walls to give warmth and richness to the room and to help draw attention to both the fireplace and the floor. House is in Wilmington, Del. Architect: Theodore Brandow.



. . . or to mix materials

To give a long fireplace wall textural interest, you might build it of concrete block as shown in this Palmer & Krisel California house.

The wall acts as a natural room divider and the concrete blocks show buyers how they can let the materials inside the house be a part of the decorating scheme.

Tile floor has a design of squares in three colors and provides the pattern for the room. It is continued to the opposite side of the fireplace wall and helps to unify these two areas. Floor's drinkproof, greaseproof qualities can be stressed, particularly in family rooms and in the dining area. Open space above partition is one good way to make rooms seem both large and lofty.

When you complement the textures in your house and make materials work decoratively for you, you have a silent salesman that can be as powerful with buyers as words are.

How to set the scene:

THE SECOND STEP IS TO FURNISH

Ezra Stoller



Furniture helps visitors see how your house works

To give people a clear view of your room's best points, do what Decorator Emily Malino did in this Westchester, N. Y., model: keep your furniture simple, don't obstruct nice features like the sliding glass wall.

Miss Malino figures about 20% of the cost of the house for furnishings, warns that if a room looks too expensive visitors lose interest. She has used traditional furniture in this contemporary room to show visitors how their own furniture might work if they took it to a new house. L-shape of the room forms a natural separation of living-dining areas and separate rugs help to define the two spaces. Open backed chairs like those in the dining area and the Hitchcock chair and settee in right foreground don't cut up the view. Old Farm Hill model is by the Shroder Co.

Hutchinson



Del Carlo



Del Carlo



Your prospects will stay longer in a furnished house

Until Builder Burton Duenke furnished his St. Louis house (left), it was a slow seller. Now people stay in the house longer, give him a better chance to sell. Says he: "When they see how the house works they can see their own things there."

The Santa Clara house (center) drew large crowds, "very gratifying response." Furnished by W & J Sloane, pieces were placed to keep traffic areas free. Woman's Housing Congress reports sparked design. Bohannan Organization; Mogens Mogensen, architect.

The living room at right helped sell viewers "more than a house . . . a new way of life." Furnished ranch model, says Los Altos Builder Charles U. Kring, is a tool that helps show why people should buy your house. Architect: Kelse Vernor.

Julius Shulman



You have to show people how their own furniture might look in your house

Visitors can see at a glance how their own chairs and tables might fit into the floor plan of this Los Angeles house.

Reason: modern and traditional pieces were mixed in this room, so most people looking at the model feel right at home.

Since the fireplace is a popular feature with many buyers (see also pp. 208-224), it is dramatized here by an arrangement of furniture around it. Green nail-studded chairs, low tables with lamps and flowers form one grouping. Sofa (out of picture at left) and long black coffee table form another. Wall-to-wall carpet and one basic paint color unify rooms which open into each other, make house seem more spacious.

Other good points to remember: accessories like plants, magazines, ash trays give a lived-in look; light, open pieces, like dining room chairs above, let visitors look through to far wall; textures like the red-brick fireplace are a decorating extra that will appeal to your buyers; features like the louvered door are another favorite.

This Buena Plaza house was decorated by Wilder's of Los Angeles for the Aldon Construction Co.

To see how other decorators and department stores handle furnishings in the model house and to find out how much you have to pay for services and furniture, turn the page.

This living room shows how you can furnish to attract a special market



Photos, House Beautiful; Richard A. Smith

To appeal to apartment dwellers turned house hunters, this Long Island living room was given a sophisticated look.

Builder Emil Morton, who already had a furnished colonial and a ranch model, asked Decorator Bertha Schaefer of New York to furnish this split level. The exterior of the house has been painted green (a favorite buyer color, see p. 118) and Miss Schaefer carried the same color indoors, used it in the wall-to-wall carpet and on the story-and-a-half-high wall.

To show potential buyers some ideas for unifying the room, Miss Schaefer used the drapery fabric of the curtain (above) also as a wall-covering in the dining area. A similar effect can be achieved at less cost by using matching fabrics and wallpaper, like those by F. Schumacher, New York.

Miss Schaefer advises builders never to skimp on curtains. Here she uses white mesh on the long wall of the room to let in a maximum of light with a minimum loss of privacy. Furniture by M. Singer. Architect: Rudolph Matern.

How to set the scene:

GET PROFESSIONAL ADVICE ON FURNISHING—AND WATCH YOUR SALES GO UP



Rendering by Marvin Culbreth

Furnished models like this sold $750,000 worth of houses in one week end

"Our furnished model house is the most important single asset we've got," says Builder Willard Woodrow of Aldon Construction.

And, what's more, Woodrow to date has been able to sell his models *and* their furnishings as well; at least one buyer comes along in each case, puts down an additional sum for furniture and equipment over and above the basic house price (this one costs $13,150).

Furnishing a model house is a real art, Woodrow thinks. So he makes sure to get all the professional help he can. This model was done by the Aaron Schultz Furniture Store "to create a picture for the buyer that he can put himself into." Some of the ingredients of that picture: emphasis on outdoor living, braided rugs (which people feel are child- and dogproof), good location of fireplace away from through-traffic. Says Woodrow: "You've got to get the feel of your buyers' tastes. This room was a big success in Buena Park, Calif., might not go at all only 20 miles away."

H&H



Here's how you work with a decorator

If you go to a professional decorator or a department store for furnishing help, the first thing you will be asked for is a blueprint of your house.

On the basis of the plan, the sales price of the house and, if possible, some information about the kind of buyer you hope to attract, the decorator then drafts color schemes and selects the furnishings you will require. You will probably spend from 20% to 30% of the sales price of the house for furnishings, but don't forget that stores and decorators know ways to cut costs, will help you save wherever it makes sense. If you go to a professional decorator, you will be charged a flat fee or you may pay for services on an hourly or retainer basis. If you go to a store, you will buy a furnishings package (although some stores will rent or loan furniture) and the decorating services are included at no extra cost. Some builders like Robert Davenport of Washington, D.C. buy their packages directly from the furniture manufacturer (Davenport uses Knoll or Herman Miller).

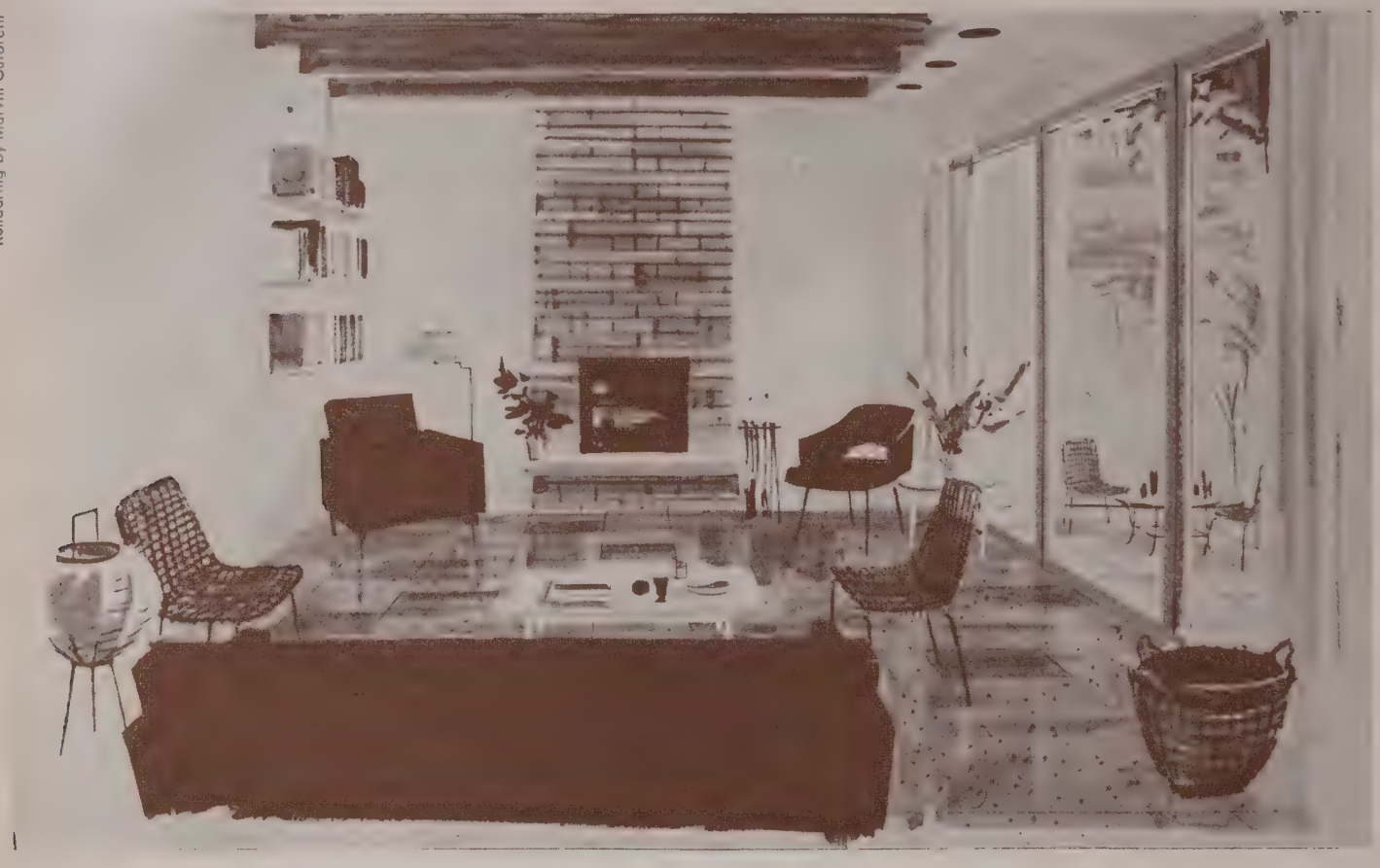
This builder uses his furniture more than once

Henry Jackson (left) of Atlanta begins work with a decorator at blueprint stage. He takes his house plan to Decorator Dot Durden of Davison's who decides on furnishings, arranges for color schemes.

Jackson pays about $2,500 for the package but he saves by taking his furniture from one model to the next, sells furniture at a discount when he feels he can no longer use it.

How to set the scene:

WATCH YOUR MARKET, PRICE RANGE AND THE SCALE OF YOUR HOUSE



Rendering by Marvin Culbreth

Know your prospects and furnish for them

Builder William Nathan built and furnished this model house to attract a young moderns' market. Contemporary furniture was picked by the New Store in New Canaan, Conn. to attract the young suburbanites Nathan wanted to sell to. "The house was sparsely furnished," says the store, "but it had everything it needed." That meant handsome Knoll furniture, well-designed accessories, wrought iron pieces for the terrace.

Nathan included cork floors, built-in storage and lighting, pegboards in children's rooms and a fireplace in the house, so that buyers would have a basis of textures, colors and equipment on which to begin their own decorating. From this model, Nathan sold 23 of his modern houses in two weeks. Price range: $25,000 and up. The total cost for decorating and furnishing came to $3,000.



J. Alex Langley



Benyas-Kaufman

Be realistic about interiors; gear them to your house and neighborhood

This $28,990 split-level sells well, has furnishings that cost $7,000. The interior is contemporary to set it off from the more traditional houses nearby. Decorator is Richard Lee of Abraham & Straus, Brooklyn. Builder, Jack Parker.

This $18,500 ranch type house uses about $6,000 worth of furnishings. "The interior should reflect the income level of people who'll buy the house," says The J. L. Hudson Co. which decorated for Practical Home Builders, Detroit.

Richard Averill Smith



Include more than one style to attract more than one kind of buyer

This house reflects one decorator's feeling that she can help her builder client sell more houses by mixing furniture styles. "Furnishing a house in just one style scares some people away," says Anne Winkler of William Pahlmann Associates, "so the furniture should be varied in style and so should the fabrics." Most people own a mixture of acquired or inherited pieces, so a mixed interior is a familiar setting to them.

In this $14,900 ranch-type model which she decorated for Saul Cantor, Mrs. Winkler mixes styles compatibly. She uses modern tables with traditional lamps and sofa, a period chair. "Too much furniture of the same style can make a buyer feel he has to throw out everything and start over," says William Pahlmann. "When you use a lot of styles, you're bound to have something for everyone."

Del Carlo



Douglas H. Simmonds



Use furniture in scale with your room size

Handsome furniture is used aplenty in this bedroom. But chests, two beds, night table take up precious space, stop the eye from seeing as much of the room surface as possible. Room at right uses one bed, has see-through furniture. Desk, shelves occupy wall space instead of hugging the floor. White walls, printed draperies with a white background keep room looking light and airy, help to show off its full size—an important consideration for most potential buyers.

How to set the scene:

HERE ARE NINE WAYS TO GIVE YOUR MODEL HOUSE A LIVED-IN LOOK

Rendering by Marvin Culbreth



You can use accessories, place furniture informally

To help show people how they might live in your house, furnish your rooms with the kind of accessories visitors are likely to have at home. Here Beatrice West used toss pillows on chairs and floor, added plants for a homey touch. Furniture is placed off-center for informal look. Miss West used a large scale wallpaper design of Japanese lanterns over windows and entrance to shorten the room, covered side walls with light paper for width. Dan Alterman, Syosset, L. I.

Virginia McIntyre





You can put food on snack bar or show what's inside the refrigerator

Kitchen serving counter is set with a plate of doughnuts, large drinking mugs and milk pitcher. Furnishings can take hard wear. Pierce & Armour, Anaheim, Calif.

Wall-hung refrigerator holds a variety of foods. Turkey, salad ingredients, custards are in middle section. Side doors hold eggs, beverages. Mike O'Neil, Mission, Kans.



Leon Trice



You can include toys in child's room, night clothes in bedroom

Pull toys and stuffed animals help give a lived-in look to this model room. Crib holds dolls. Cotton carpeting won't show tracks or soil marks. Crawford Corp., Baton Rouge.

Night clothes are laid out on the beds in this room; slippers are on floor. Night table holds bottles, an ash tray and books. Note magazine on bed. Fox & Jacobs, Dallas.



Del Carlo



You can show table set for meal, put towels and soap in bathroom

Family-room table is set for four, has a bouquet of flowers in the center. A bowl on the glass-topped table in the kitchen area is piled with fruit; more places are set at counter. Bohannon Organization; Architect Mogens Mogensen.

Towels, face cloth are hung on the bathroom rack; soap is set out at the lavatory in this Fox & Jacobs model house. The marble vanity counter top is furnished with a facial tissue box, lotion dispenser, cosmetic bottles and jars.



F. J. Maroon



Douglas M. Simmonds

And you can furnish the out-of-doors, as these two builders have

A play pen shares the spotlight with adult-size canvas chairs and a portable barbecue around this outdoor patio. Builder is Carl Freeman, Washington, D. C.

Barbecue pit has fake steak on the grill; salt, pepper and a match box are placed on the ledge. Table is set, has fruit, napkins, bottles. Architects Palmer & Krisel, Los Angeles.

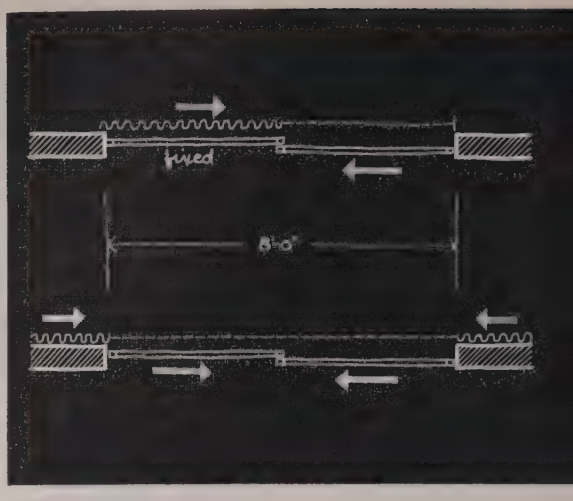
How to set the scene:

CURTAINS AND CARPETS GIVE YOUR HOUSE A FINISHED LOOK

County Photo Service Nat'l News & Illustration Service





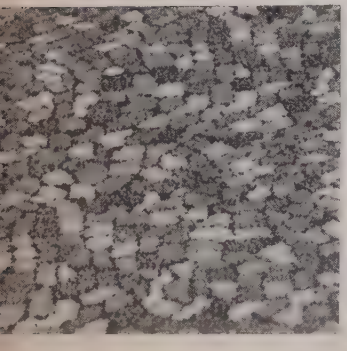


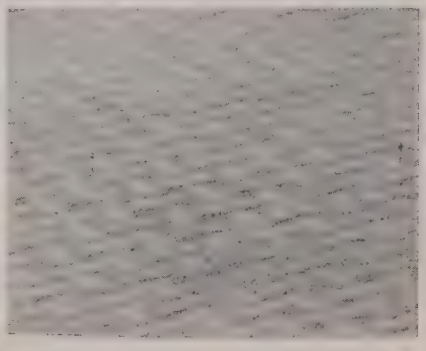
Use curtains for richness and to unify walls and windows

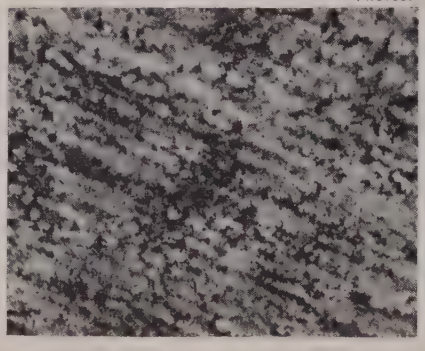
On a long wall with two wide windows, you might use an inexpensive, wall-length translucent curtain (as Builder Allan Rose has done) to unify the wall, let in as much light as possible. Patterned curtains help create visual interest in a low-keyed room (center). Decorator: Bill Tingle, Reed & Cutshall. American Houses model, Roanoke, Va.

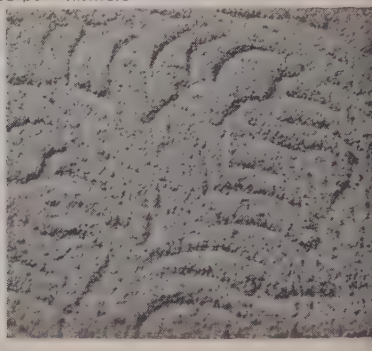
Sliding glass doors create special problems: to keep curtains from billowing in when the doors are open, bunch them up either behind a fixed door panel or beyond the sides of the door opening (see sketches at right).

Photos: Carpet Institute









Carpets like these are practical as well as handsome

To quiet footfalls, to give the feeling of warmth and the look of a finished house, use some carpeting. Patterns, textures and tweeds are suggested by the Carpet Institute as particularly practical in model houses where wear and tear are problems. Above (left to right): Jewel-like tones of Roxbury's "Mosaic" carpet give warmth and body to a room. "Treadway" pattern by Magee has a textured brick design, stands up to wear. Tweeds like Bigelow's "Monte Carlo" look well in informal schemes. "Park Row" by Mohawk is more traditional, doesn't show footprints.

If you can't furnish completely, decorate a corner

You can get a lot of the effect of a furnished room by decorating a corner, as Wichita builders did in their Parade of Homes last year.

These builders, like Robert Shellenberger whose "spot decorating" is shown at right, used the essentials of a furnished house, condensed them into a corner or room end in much the same manner as a store window is decorated. Visitors see the house as a backdrop for the furniture.

In his house, Shellenberger used a lamp, step table, curtain and drapery fabrics, wallpaper and accessories in related color schemes.

The Wichita builders' idea is well worth study by small builders who want to show how their houses might look furnished, but do not want the expense of furnishing.



Park Lane Studio

How to set the scene:

BATHS AND KITCHENS GET CLOSE INSPECTION

Del Carlo





Maynard Parker



Here are ideas to give your bathrooms a luxury touch

You might build-in a lighting valance over the lavatory as David Bohannon did in his Westwood house. Marble counter top, veneered built-ins below are a handsome, luxurious touch. Stall shower is ceramic tile. Devon Construction Co. bathroom center) has twin basins, full width mirror, under-lavatory storage, glass-enclosed tubs, fluted glass panels for privacy. Frematic Homes bath (at right) includes a marble vanity top, glassed-in shower, colored plumbing fixtures, patterned wallcovering. Towels, cosmetics, flowers help give these bathrooms a "lived-in" look.

A handsome kitchen is a sure-fire way to sell your house

If you find, as many builders do, that women head straight for the kitchen of your model house, make it as irresistible as you can.

To sell women visitors, show them how your kitchen saves them steps in preparing and serving meals. In his Imperial Woods model Don Scholz did just that by including a U-shaped work center. A sink in the base of the U and long counters of white Formica help to concentrate all meal preparation in that area. A wall oven and rotisserie and a built-in refrigerator-freezer are only a step or two away from the counters.

The Philippine mahogany paneling on walls and cabinets is specially finished to cut down on maintenance and it makes a pleasant texture contrast with the brick barbecue in the eating area. The floor is orange colored vinyl tile. It is easy underfoot and resistant to grease and stains. Glass topped table, wrought iron chairs are a good "lived-in" touch. Decorators: Imperial Wayside Furniture Co., Toledo.

James T. Strong



How to set the scene:

HERE'S A MISCELLANY OF DECORATING IDEAS

Local Angle

Burt Duenke hit local papers by furnishing an entire house with furniture built or designed in St. Louis. (Luckily, ace designer Charles Eames once lived there!) Next will be a model house with a complete library of books by St. Louis authors, which will attempt to answer the criticism that contemporary houses have no place for books.

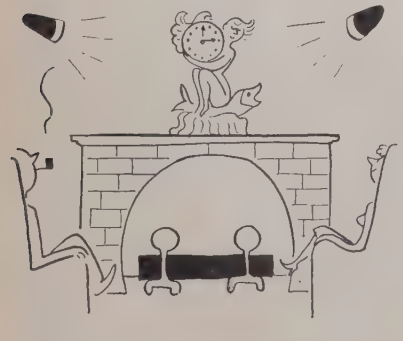


Fingerprints

Wherever people walk along model house corridors Decorator Emily Malino uses vinyl-coated wallpapers so accumulated fingermarks can be easily wiped off.

Two-Way Street

It isn't just the builder who gains from the decorated model. The furniture dealer often hits a bonanza, too. In Rochester, N. Y., Fred de Blase's house increased the sale of the furniture line he used so much that the manufacturer himself flew up to Rochester to see where his dealer's business was coming from.



Spotlight

A mantel could be made the focal point of a model house, says New York Architect George Nelson. He recommends a ceiling spot, slanted to shine right on the fireplace mantel. He's sure every family has one item they would like to show off, front and center.

Don't Cheat the Ladies

"Women get together after having gone through a model house," says John Waldron of Younker Bros., Des Moines. "They feel cheated if one misses something another saw. We had a tea cart in a model once, took it out to water plants we'd put in it. Some women saw the cart; their friends didn't. Oh, the trouble!"

Real People

Decorator C. Tony Pereira, Beverly Hills, decorates his models with a specific family in mind: perhaps one with a 14 year old girl in high school, a six year old boy, maybe even a mother-in-law who lives with the family. With a real family in mind, the decorating is bound to seem genuine.

Something for Everyone

Every model in Ray Cherry's Los Angeles houses has its third bedroom furnished differently. It might be a nursery, a teenager's room, or laid out for a small child. He tries to attract every possible family group.

Potted Palms

If you can't afford to furnish your model house completely, fill the gaps in your decor with big plants, says New Orleans Builder Morgan Earnest. They don't look out of place at all: with bigger glass areas in today's houses, more people use indoor planting as part of the decorative scheme.



Stage Setting

Because Long Island's Alex Paulsen has heavy Sunday crowds through his models, he channels traffic through with tapes and ropes. This means viewers see rooms from only one vantage point, and Paulsen plans his decorating under the presumption that the buyers will see the room only from that side. Everything is focused in a single direction. "It's much like a stage setting that must look its best in one direction, out over the footlights."

The Hard-Living Look

Builder Alan Brockbank tells about seeing a family room in a model house in California where "there were playing cards on the table with a poker hand laid out. Everyone who went through the house looked at the hand to see who'd won."

Balanced Budget

Hang a price tag on all your furniture, says Atlanta Builder Fred Fett. People want to know how much the pieces cost —so they can be sure that the furniture is within their own budgets. (If it is, visitors are much more likely to feel at home in your model house.)



Let There be Light

On dull days, Long Island's Bernard Sokolov draws all curtains and drapes, lights every lamp and light in the house. On bright, sunny days, he throws everything open, lets the sunlight flood in. His aim: make the house look cheery and inviting, regardless of the weather.

Planned Growth

Outdoor living areas help sell houses. Dick Grant not only furnishes his backyard terrace in San Mateo, Calif. but divides it into service and recreation areas. Each buyer gets a plan of the plot and furnishings complete even to plantings.

Underfoot

Expensive wool carpeting is really a money saver, says Louisville's Bollinger-Martin. They find that it costs more to wash and wax tile or hardwood floors than it does to spot clean and vacuum carpeting.

Statistics

Decorator Sol Rosenblum, on Long Island, found bad window placement made draping almost impossible. He says no sill height should be less than 29" unless it is going to be floor to ceiling, and that there must be at least 12" of wall on either side of a window, unless they run wall to wall.



Drawings by Charles E. Martin

Family Plan

When furnishing the model house, Interior Planners, Inc. includes enough pieces to prove to prospective buyers that they can seat at least eight persons in both living and dining rooms. Reason: his Long Island customers want to see room for the family holiday dinner, or the party of friends.



HOW TO GET THE CROWDS OUT

Life

You need 536 visitors to sell one new house. That is the average compiled by H&H from a poll of builders all over the country, in large and small towns.

So the more people who see your house, the more sales you will make. And the best way to get people to see your house is to promote it.

Every industry in America *except home building* has a regular budget for advertising and promotion. In their battle for the consumer's dollar—the same dollar you are after—department stores, airlines and auto makers are spending millions of promotion dollars every year. But builders spend next to nothing, devote only an occasional effort to promotion. Roughly 1¼%-1½% of a builder's dollar volume should be devoted to merchandising, according to one NAHB committee. But, whatever the sum, there are many good ways to spend your merchandising dollar. Take a look at the next column for a checklist of ideas other smart builders use to get the crowds out.

LOCATIONS: *put your model house where the most people will see it* p. 132

NIGHT LIGHTING: *make your house shine when most buyers are free to shop* p. 132

ENTRANCE: *make your model home site inviting to passing traffic* p. 133

ADVERTISING: *direct mail gets your message to your best prospects* p. 134

What kind of newspaper ads are best for you? p. 134

When is the best time to use radio advertising? p. 134

How to make billboards tell your story in a hurry p. 135

OPENING DAY: *a little razzle-dazzle makes your opening newsworthy* p. 136

PUBLICITY: *you can help get your model house talked about* p. 137

PARKING: *make it easy for visitors to park and they'll come in* p. 138

MODEL HOUSE: *keep it fresh and clean and people will want one like it* p. 139

CHILDREN: *should you provide for their care while parents are visiting your model?* p. 139

AIR CONDITIONING: *It's a real sales tool when it's used right* p. 139

How to get the crowds out:

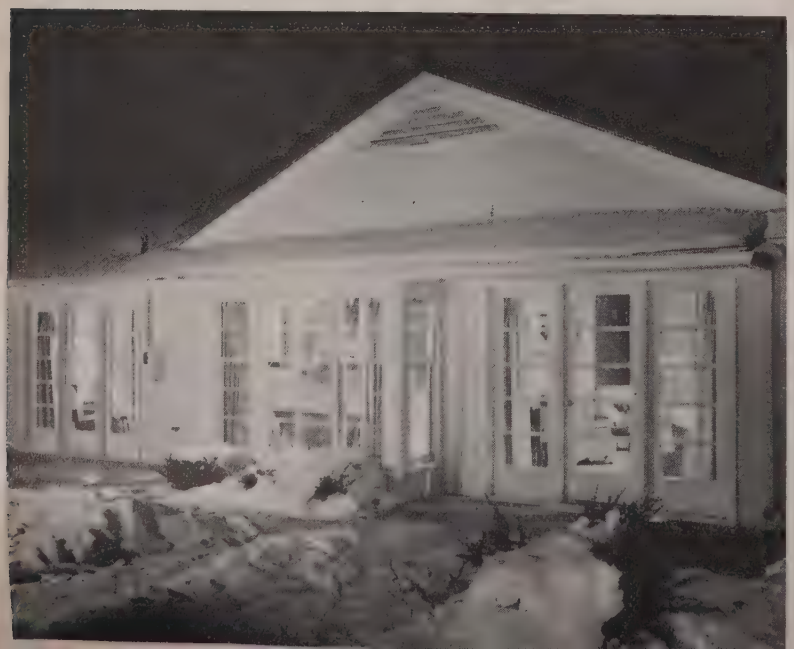
MAKE SURE EVERYONE SEES YOUR HOUSE

Bob Markow



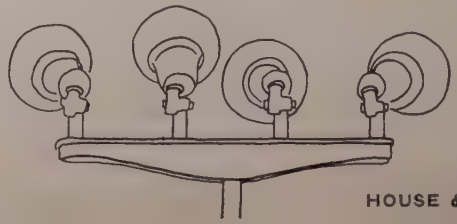
Put your model in the best location you can

You can show your model house in many good places. One fine spot is at a home show like the Phoenix Parade of Homes, above. Other smart builders put their models on a main road. For example, Long Island builders spend three times their tract lot cost to get a display site on a busy street. Or you might join forces with other builders and buy a really choice site, as the Barton Hills group did in Austin, Texas. "We all got the benefit of fine land," they say.



Turn the spotlight on your house with lighting

Night lighting will bring out those customers who cannot come during the daytime. For example, builders on Long Island leave lights burning until late, get as many people after five as before. Robert Davenport of Washington, D. C., keeps lights on inside and out all night. "You don't need anything elaborate—these tricks will help your house to sell itself," he says.





Your entrance should be inviting

"Do everything you can to dress up the approach to your model houses and tract—the entrance is like the first bite of a good steak," says J. M. Powell of Baton Rouge, La.

Brown & Kauffmann of San Jose, Calif. used white brick planters (above, left), wood fences, and a red and white sign to get a country estate atmosphere. The inexpensive sign at center is Bollinger & Martin's entrance to their tract in Louisville. Curved brick entrance wall at right is on Long Island.



Spectaculars stop traffic at your model house

If you use no other signs outside your model houses, use signs at the tract entrance. Fox & Jacobs of Dallas say: "we want to stop the traffic, but we don't want to look commercial, so we use one road sign, no flags" (left, above).

Parkside Const. Co. of Westminster, Calif. quickly put across the chief features of their houses with the sign at center. And Carl Freeman of Washington, D.C. uses eye-catcher at right to draw people to his Ridgeview Estates subdivision.



Giant fences can work three ways for you

Fences can give a show air to your model houses, act as a giant billboard, or hide an unsightly construction area. Aldon Const. Co. of Bellflower, Calif. enclosed their model houses with this circus-billboard style fence because it makes people want to go in to see what is displayed behind the board.

Alan Brockbank, former NAHB president, makes a similar sign do double duty to hide a cutting yard directly across the street from his model houses in Salt Lake City.

How to get the crowds out:

YOU'VE GOT TO BEAT THE DRUM

Robert E. Hurwitz



Advertise every way you can—even hire an old fire engine!

Successful advertising thrives on fresh ideas—a good example is the way Builder Al Small used this fire engine. He loaded it with pretty girls, sent it all over suburban Washington on opening morning. "We got 15,000 people out that day," says Small. The engine has a steam calliope in back, cost $90 for the day. The idea came from Small's advertising agency.

You need the best advertising agency you can get

"It's amazing how little it costs and how much help you get," says Ed Holmes of Salt Lake City. While Holmes is not a big builder (ten houses per year), he has worked out a successful arrangement with a local agency. But if you can't do the same, you can get help from several other sources. Most newspapers and radio stations will give expert help with your ads, usually without charge. And manufacturers have a host of manuals to guide you. Unless you're a naturally gifted copywriter like Bill Levitt, get some expert help before trying to do it yourself.

Newspapers get results if you use them right

Community Builders in Washington finds that 75% of their visitors are produced by newspaper ads. But there are many kinds of ads. In Dallas most builders use classified space, but Builders Fox & Jacobs feel that only people who are already home hunters read classified ads—"We buy display space and make prospects out of *everyone*," they say.

Radio "spots" are the least expensive time you can buy ($5-$20 for a half-minute). Fischer & Frichtel use them on week ends in St. Louis with copy aimed at people out for a drive in their cars.

Everyone can use direct mail

J. F. Ryan, ten-house-per-year builder in Billings, Mont., attracts good prospects to his $35,000-$50,000 houses by mailing letters to local doctors, lawyers and other upper income prospects. The smallest builder can use this type of advertising.

Brochures should be handsome enough to take home

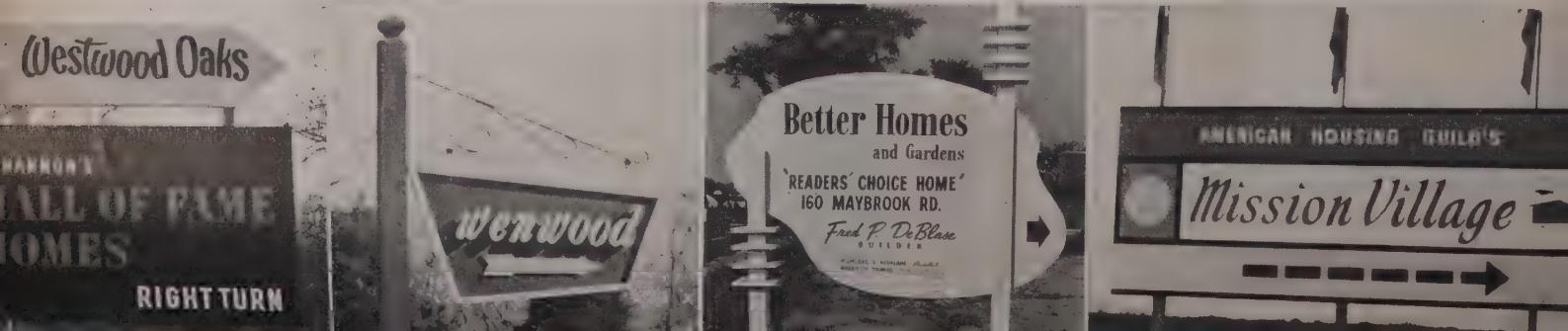
Builders everywhere agree that brochures should tell the facts about the houses without the long product specifications that most people don't understand anyway. A good layout and writing job can usually be had for 20% over production costs from an advertising agency or many printers.

Trademarks establish a symbol for your company or tract that will stay in peoples' minds. Use your trademark on every sign and ad and on your letterhead. It can be as simple as a distinctive lettering for your name as in the signs below.

GOOD DIRECTIONAL SIGNS *(below) come in many faces.*

Fred English

Hal Campbell





Giant roadside signs cost plenty but really stop traffic

"One big sign is worth more than dozens of little ones," says A. L. Branden of San Francisco, who built the one shown above. It works so well that it nearly causes traffic jams at one of the busiest intersections in the area. The front third of a full-scale house is mounted on the board, which is over half the length of a football field. At night it is lighted parencies. Branden had his carpenters build it to cut costs. and other models are shown in backlighted color trans-

Keller Studio



Transportation ads go all over town

Bus cards and signs on the outside of buses (like the one above) are read every day by good prospects for your houses. Arcose Builders of Cincinnati paid about $75 per month per bus, say "we got a lot of promotion for so little."

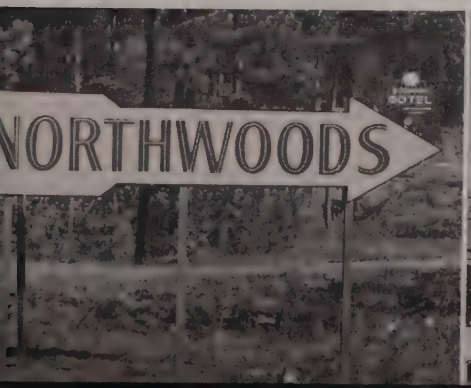
Don Faulkner



Billboards tell your story fast

To put your message across to people driving by at a high speed, limit your billboard to one idea, and keep the presentation simple. Andy Oddstad's sign (above) cleverly directs its appeal to families who have outgrown their present houses.

El Greco



Stafford-Dinsburg





C. F. Rank



How to get the crowds out:

DO SOMETHING TO START PEOPLE TALKING ABOUT YOUR HOUSE



Robert E. Hurwitz

Make your opening a real occasion

If your opening ceremony has a local celebrity on hand you can get a lot of attention. Community Builders had Miss Washington, D.C. cut a tape in front of their model house, broadcast the event on the local radio station. Mike O'Neil of Kansas City has the Mayor unlock his model house with a gold key. Charles Underwood in Cincinnati invites city officials, flies VIP's in by helicopter. Many smart builders stage two or more "openings" to repeat the publicity.





Randazzo & Morrison, Inc.

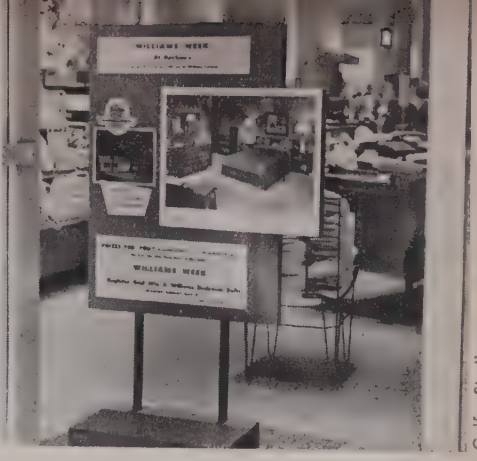


Begin using your model even before you open

With a little preparation you can get publicity before opening, and make your opening even more effective. George Glover of Detroit puts a teaser fence around his model house until opening day (above, left). George Davis of St. Petersburg, Fla. had an Indian Chief in full regalia at his first day. And a preview party like the one Larry Winn of Kansas City throws will help you win the good will of press, radio, TV, city officials, FHA and VA, and bankers.



Hal Campbell



Califas Studio

Tie-in promotions often put you in the news

Better Homes and Gardens and Aunt Jemima Pancakes teamed up to help Fred DeBlase in Rochester, N.Y. (left), and local promotions like the department store display (right) brought people to Boyd-Jackson's houses in Atlanta. The store furnished the model, promoted both the furniture and the houses. Both got good response.

A wide variety of national promotions are available to help you merchandise your houses (see directory p. 182).





Relax and have a little fun with a good publicity stunt

People tell their friends about the "red-head in bed," a manikin at McCune Const. Co.'s Tulsa Parade House (above, left). "It starts everyone talking, and sets us apart," the builders report. Otter (above, right) and its float at a community swimming pool is just one of dozens of stunts used by a St. Petersburg, Fla. builder to keep people talking about his houses. "Experience has shown us that these little things keep the sales ball rolling," says Davis.



Bill Malone



El Greco



Build your reputation with good deeds

Cooperation with fund-raising drives, schools and civic groups will give you a strong place in the community. Leon Weiner of Wilmington, Del. built an atom bomb survival shelter in his garage (above, left). Both Civil Defense and Weiner got publicity. Nash Phillips-Copus of Austin, Tex. had a home economics class visit their model (center), and Walter Tally of Atlanta invited the mayor to draw the winning ticket for a give away lot.

How to get the crowds out:

AND HOW TO HANDLE THEM ONCE THEY'RE THERE

Joe Wheeler



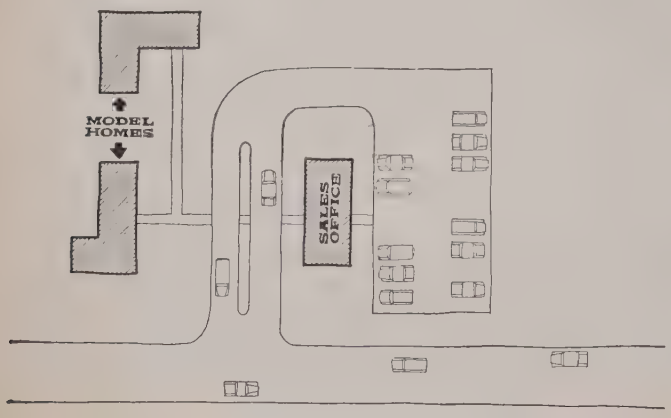




Robert S. Halvey

Your visitors will see more if you organize foot traffic

You will keep your visitors in a receptive frame of mind if they move smoothly through your model house area. George Glover of Detroit channels traffic between his houses with duckboards, which also protect the yards and keep people's feet dry. To keep people moving on busy days, Dick Goodwin of Haddonfield, N. J. uses pretty girl ushers at the entrance to his houses. And Bill Levitt uses guards to let in only as many people as come out of his Pennsylvania houses.



Your parking lot need never look empty

The plan above shows how California Builder Cortesi parks visitors' cars at the street end of a narrow parking lot. Even when there are comparatively few cars in the lot, they are lined up so passersby will see that something is going on.



Robert S. Halvey

. . . but should be easy to get into

Prospects will turn away if they cannot park easily. You can get expert help from your local police force as Ralph Bodek does in suburban Philadelphia (above). Or you can assign a member of your staff to the policing job.

Radazzo & Morrison



Photo Craftsman Inc.





You've got to provide for the children

More and more builders are offering diversions for visitors' children while their parents are going through the house. Builders who take children off their parents' hands find prospects are more responsive. Winn-Rau in Kansas City keeps a nurse in attendance, gives away comic books (left) finds it makes everyone happy. Poular Halls in Norfolk, Va. offers a pony ride (center) and an equipped play yard. Bayberry at Syracuse also uses a play yard to help handle kids.



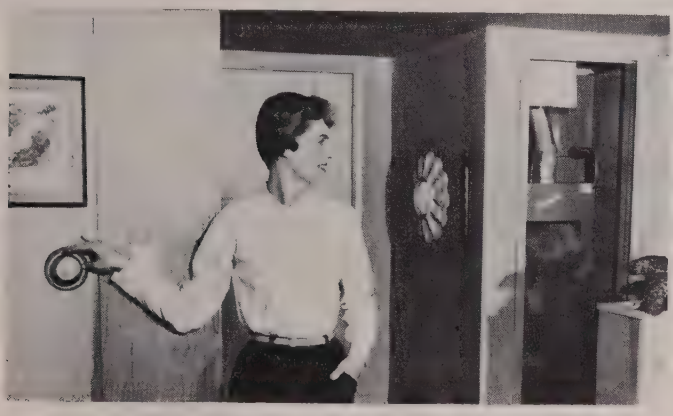
Robert S. Halvey



Horace B. Newell

Should you give your visitors the freedom of the house?

Talking to builders all over the country, H&H finds that most builders (like Ralph Bodek of Philadelphia, left above) no longer rope off their houses. Leon Weiner of Wilmington, Del. says: "Let the people wander all over the model house as though they were in a friend's house. If they feel at home they will buy." But most of these same builders agreed that on crowded days it's often necessary to rope off rooms to avoid congestion (Dover Bay Const. Co., Cleveland, right).



Mac Miller

A cool house helps to sell itself

"Cooling will help sell your house, but not if the model is hot," says Leslie Brock of San Diego. So Brock gets his model cool by turning the thermostat down to 65° Friday night (left). On week ends the door is kept closed.

Ray Cherry of Hadley-Cherry, Los Angeles, offers air conditioning as an optional extra for $600. He dramatizes its value by cooling only one of his two model houses, then lets people feel the difference between the two for themselves. Cherry keeps the control set as low as it will go.



Light your house by day

Drawing the curtains of your model house and turning on the lights will: (1) hide an unfinished yard or nearby construction; (2) show off your lighting to best advantage; (3) give a sense of intimacy. Builder George Glover of Detroit.

. . . and keep it spic-and-span

"Nothing will spoil the effect of your model house faster than a sloppy appearance," says the Duenke Const. Co. of St. Louis. They hire a cleaning woman to keep their models neat (right). Floors are waxed, windows washed every week.



Hutchinson

How to get the crowds out:

TREAT THEM RIGHT AND THEY'LL COME BACK

Help! Police!

Builder Alex Paulsen, on Long Island, doesn't hustle people through his models because he feels that a backed-up crowd at the front door will attract even more passersby into stopping. "We like them waiting and eager to get in." Uniformed private police are on hand to keep order and direct traffic, because Paulsen thinks they have a definite psychological effect in lending an aura of stability and permanence to a project.

Press Release

American-Standard advises builders to give the same attention to press releases that a manufacturer does. The builder should be familiar to editors and newspaper offices, should make sure his releases tell the whole story in the first paragraph, and provide good glossy 8" x 10" photographs of the house (all pictures should be captioned). They warn that signed permission must be obtained from people whose picture you want.



Repeat Performance

Both David Wilson, in Louisville, and Ernest Norman, in New Orleans, endorse the idea of more than one "Grand Opening." Calling one model exhibition a "Prevue" or "15th Anniversary" enables them to repeat their publicity-drawing hoopla.

Meet the Press

Builder Milton Johnson, in Los Angeles, gives a pre-opening press party for more than just the press. Mayor, Chamber of Commerce head, postmaster, leading businessmen, and other dignitaries are shown through the houses at the same time as newspapermen. "Be sure to have a good photographer present to take pictures of these important men."

Suffer Little Children

Unlike many of their Long Island competitors, Robin Hill will have no "No children, please" signs in their models. They claim that the best prospect for their house is the family that drives up in an old car with a couple of children in the back seat.

Make Yourself at Home

Frank Evans encourages people to sit in his furniture, instead of taping off living areas, because he feels the longer they stay, the more interested they get.



Perils of Drink

"I want a drink" cries from kiddies can pull mother and dad away from their inspection of the model house. Two Los Angeles builders take different tacks to satisfy this thirst right on the job site. Midwood-Signature Homes installs an outdoor drinking fountain at the model house (it also keeps kids out of the model), and at Granada Highlands, a refrigerator is kept stocked with half-pints of milk, given away to the children as a good-will.

Polite "Keep Out"

Even though ample parking area was provided, Wenwood at Bar Harbour (L. I.) found visitors would pull their cars up into the driveways of the model houses, blocking the free flow of viewers from one model to the next. Large boulders were painted white, placed in the drives. If the space is needed, they can easily be rolled aside, but casual traffic now stays in the parking lot.

Draw the Curtain

Milton Saper (Oakdale Green) keeps the drapes drawn and all lamps lighted in his $13,000 model houses. Besides the obvious glamour of the artificial light on draperies and furniture, Saper also thinks it forces people to look at the house instead of gazing out his big window area.



Toot! Toot!

A miniature train, rented from a local hobbyist, made Alan Brockbank the best-liked man with Salt Lake City kids. To get tickets for free rides, parents had to go through model houses. Stunt was so popular that even kids already living in Brockbank houses nagged parents to go through models so they, too, could ride.

Portable Parking Lot

Brune-Harpenau, in Cincinnati, create low-cost parking lots with 6" of gravel spread over an open area near the models. Week ends the space keeps visitors out of the mud and during the week it serves workmen's cars. When old models are closed and new ones opened, the gravel is scooped up with a scraper and dumped in the new location.

Lonesome Road

George R. Davis reaped columns of publicity and oceans of goodwill when he paved a rutty road in an area where he had never built houses. The residents along the street had complained to the city without getting any action. Davis stepped in, did the job at his own cost.

Light Up the Sky

Texas buyers like to shop for houses at night—it's cooler then. In Austin, Nash-Phillips-Copus join with the local utility to light up an entire street of their houses (they don't do this for single houses, only a streetful). The lighted area is visible for miles in any direction.



Drawings by Charles E. Martin

Call the Cops

When big crowds and severe traffic congestion is expected, Bolinger-Martin in Louisville notifies the police department, gets traffic officers assigned to direct at key intersections. (Long Island builders also endorse the ahead-of-time police tip-off.) Police welcome early notice so the problem will not come as unexpected surprise.

Stop, Thief

Builders often restrict the flow of traffic in furnished houses because of petty theft. American-Standard advises them to take out a low-cost insurance policy against such lightfingered gentry, then let people roam the house at will without having to worry about these losses.

Audience Participation

Fred DeBlase holds a contest for best ideas to be used in a new house. Prize-winning ideas are built into his model houses, with prominent display of the originator's name. Then note pads are left around so visitors can criticize what they don't like, note what appeals to them.



HOW TO TURN LOOKERS INTO BUYERS

Warner Studio

Home buying is not impulse buying.

In today's well-shopped market, builders report, prospects often come back a fifth and sixth time before they are ready to write a check.

So it's not only important for your model house to look inviting and livable, it must stand comparison on every other count: shoppers need to know and remember its special features, quality construction, equipment, options, location and neighborhood.

This kind of selling puts a heavier load on your salesmen than ever before and it challenges the best merchandising skill. That's one reason why more and more builders are retaining realty firms —specialists in house salesmanship—to handle their selling for them. Almost 30% of model house builders reporting in HOUSE & HOME's survey now do their selling through realtors. Yet with all the emphasis on sales, many builders are overlooking the merchandising help that manufacturers now offer them. HOUSE & HOME's survey showed that only 17% of model house builders use these aids. (A directory of manufacturers' sales aids begins on p. 182.)

To make your model house turn lookers into buyers, try more of the sales and merchandising techniques reported on the next ten pages. For example:

SIGNS: *Here are six goods ways to get a start on your sales talk* p. 142

HIDDEN VALUE: *Do you know how to turn unseen quality into sales assets?* p. 143

EQUIPMENT: *If its something new (like air conditioning) demonstrate it* p. 143

SHOWCASE: *Do you use your model house garage or basement or talking-point displays?* p. 144

SALESROOM: *The privacy of a separate salesroom lets you bring on a close faster* p. 145

MAPS: *See how they can make people want to pick a lot, a halfway mark to closing* p. 146

COMMUNITY FACILITIES: *Do you know how to make your neighborhood clinch a sale?* p. 146

TRADE-INS: *If you'll take care of the old house problem, you'll get more second-time buyers?* p. 147

SALESMEN: *Here are some tips that will help them do a better job* p. 148

GOODWILL: *If you keep your buyers sold, they'll work for you* p. 149

How to turn lookers into buyers:

USE SIGNS AND EXHIBITS TO STIR INTEREST



Approach signs give waiting crowd a preview of your model's features

On opening days when crowds may have to queue up you can get your sales talk started with outdoor signs. Larry Goldrich, Norfolk, Va., uses signs listing the main features of the house. Or you can draw attention to style as Bollinger-Martin, Louisville, do with signs that conform with the colonial, contemporary or ranch style of the model.

Lubitsh & Bungarz



Small signs explain equipment without spoiling looks of room

With small interior signs you can draw attention to materials and equipment and still let your decorated interiors look their best. Leon Weiner, Wilmington, uses small white-on-black signs, above. Many firms, like Bell & Valdez, Seattle, keep their few interior signs uniform, let visitors pick out main features of the house on their own.





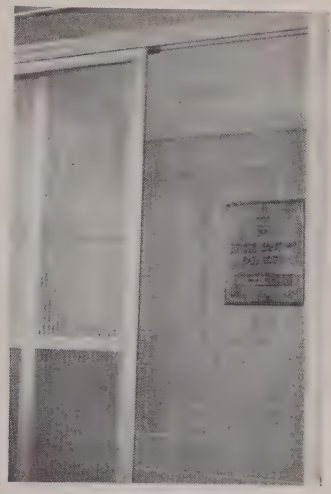
These X-ray houses help people appreciate hidden value

You can point out built-in values in your houses as Val Zimmerman, Milwaukee, does (above) with a catwalk over his house to dramatize roof size, shingling and chimney flashing. In Atlanta, Boyd-Jackson (right) build the frame of a house next to their finished model. Visitors come over from model to get the full story on the framing system.

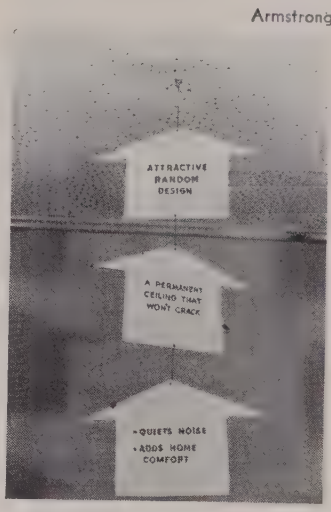
Warren Klosterman



El Greco



Armstrong





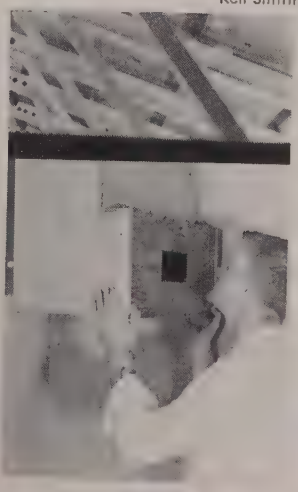
To get attention, put the right sign in the right place

You can catch the inquisitive visitor's eye by putting signs in cupboards and appliances. Manufacturer's bronze wall plaque helps sell bathrooms, left center, for Walter Tally, Atlanta. Armstrong's mobile sign plugs acoustic ceiling effectively without stealing the show from the builder. Larwin, Los Angeles, uses garden mushroom light for landscape sign.

York Corp.



Ken Smith



Cavagnaro-Sauer



Exhibits like these dramatize unseen assets

Moisture taken from air in Leon Weiner's model house is collected to show how air conditioning dehumidifies (left). Periscope (center) lets visitors see details of new truss-construction system in U S Steel's prefab house. With a section model of house construction (right) Fischer & Fichtel, St. Louis, show prospects the hidden values of their homes.

How to turn lookers into buyers:

DISPLAY ROOMS LIKE THESE ARE A BIG SALES HELP

H&H



Warren Klosterman



Here are good ways to use your garage

Visitors to Keeneland, Louisville, find themselves drawn to the dressed-up garage salesroom, above. In Norfolk, Va., Larry Goldrich replaced overhead doors with sliding glass. On Long Island, Nicholas Piccione finished walls, floor and ceiling, below, to make garage an attractive salesroom.



C. F. Rank





Randazzo & Morrison



Other rooms also work well for displays

If you have a good basement you might want to capitalize on it the way Edward Rose does. In his Royal Oak, Mich., model he set up a lively and colorful basement display room, left, by finishing walls and floor, putting in displays and models. Leslie Brock, San Diego, puts action into his salesroom with a mechanical color picture display, center. Winn-Rau, Kansas City, display the special features of their model, at right, against the sort of equipment used a generation ago.

Ankers Photography





Use your sales office for displays

Carl Freeman, Washington, D. C., uses the same materials and finishes in his sales building as in his house, makes the office his display area. Glass wall, for instance, is same as used in model. Salesmen use the display room to stress design points and to close deals. In Pennsylvania, Bill Levitt uses glass-walled display building, right, to draw in customers.

W. Conrad Kimball









With showmanship like this you are sure to command attention

In San Jose, Calif., visitors to Dave Bohannon's project can't miss the candy striped circus tent capping his glass-walled showroom, left. Alexander Muss & Sons, Long Island, use a pastoral setting for their rendering display. Aldon, Los Angeles, invites people to examine appliances in their open circus tent, right center. Equipment also gets a boost from show-windowed display rooms like Hobart's, San Diego, at right, and A. L. Branden's, Heyward, Calif., display below.

Tom Kennedy



How to turn lookers into buyers:

GET THEM EMOTIONALLY INVOLVED

Robert E. Horwitz



Once they pick their lot they'll almost sell themselves a house

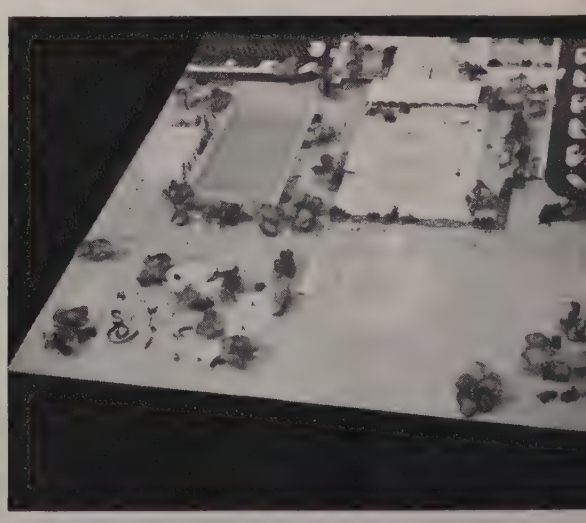
Often you can get people to buy location first and put earnest money on a lot before they decide on the model, say many builders. To get prospects to pick a site, Community Builders, Silver Springs, Md., use a project map, above, made with wood blocks to show lots in relief. Other builders, like Carl Freeman, Washington, D. C., say: "Once they've picked a lot, they've almost sold themselves a house without any further hard selling by the salesmen." Freeman uses a scaled contour relief map of his project, goes after the site first and gets money down on the lot before the model is finally picked. At College Grove, Los Angeles, salesmen steer prospects to the community map as soon as they've seen the models. This starts the prospect thinking about the site for his house and a quick visit to it often leads to a fast close.

Julius Shulman



Marc Neuhof





Good maps and scale models dramatize the neighborhood

You can just about convince a prospect that your project will be a fine place to live in if you use a contoured, three-dimensional map like that of Los Angeles' Park West Homes, left. Visitors can't resist inspecting the site model and choosing their ideal lot in relation to slopes, roads and facilities. In Cincinnati, Warner-Kanter put up a big luminous map of their subdivision and label all community and recreational facilities. The map is set inside a circus tent display room and almost begs visitors to claim favorite sites near points that interest them most. The Queen City builders also used a scale model of the community recreation center, which is part of the plan, right, to win immediate sales value from their future swimming pool and bath house, tennis and badminton courts, baseball diamond and playground.

Life



Douglas M. Simmonds



Roy Trahan



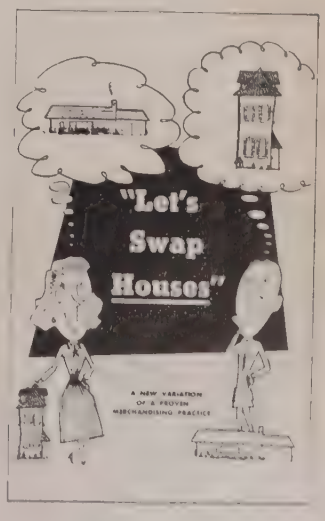
You can often tip the scales by giving prospects lots of choices

Here are typical devices that help get you over that occasional road block between "wavering" and the close. Fred Fett of Atlanta shows prospects, at left, the variety of his plans and elevations, makes them the final talking points for his salesmen. Larwin Builders, Los Angeles, get a good sales edge by reminding prospects of special features like their complete built-in laundry, center. Aurora Gardens of New Orleans make the same use of their complete line of color-coordinated paints, wallpapers and tiles, right. In Dallas, Ike Jacobs of Fox & Jacobs makes a strong selling point of built-ins, says: "If all the special features of the house cost extra, prospects feel you're a shyster, so we include everything we feature in one price: package kitchen, patio, landscaping, marble dressing table, marble shower stall."



Premiums or trade-ins may do the trick

If you pay big discounts for mortgages, you can cut this cost by getting larger down payments through the use of premium stamps or trade-ins. The sign at left shows how La Mirada, San Jose, Calif., use stamps to make cash payments attractive. For all cash, an owner can buy a new color TV set or get an equal amount knocked off the sale price. Stamps are worth $23 per $1,000 of sale price. To sell second-time buyers more and more firms, like Franklin Builders, Wilmington, Del. (sign at right), are turning to trade-ins. In the Northwest most builders now take trades or plan to. Clarence Maurer, Salt Lake, and Cooley-Wolsborn, Portland, sold 40% of their houses last year on trade-ins. Ed Northway, Hutchinson Homes, Denver, says that out of the 791 houses they built last year, 100 were sold through trades. Scale models like those below of Brock Construction Co., San Diego, are conversation pieces that can help your deal.



Mac Miller



How to turn lookers into buyers:

BE SURE YOUR SALESMEN KNOW YOUR HOUSE

H&H



It takes knowledge and training to put over your sales story

Bill Levitt's salesmen, like the one above, are trained to know all the answers a prospect may ask and to tell a detailed story to all comers.

The need for experienced men is reflected in the fact that almost 30% of the model-home builders in H&H's survey depend on realtors' trained salesmen to do their selling.

Most model house builders agree that these three points are important in sales training regardless of the salesmen:

1. Make your visitors really welcome. Walter Tally, Atlanta, insists that one of his salesmen must always be at the door of the model house to greet visitors as guests. In Dallas, Frank LaCoke has his men meet prospects, make them thoroughly welcome and then leave them alone until they want help.

2. Don't push your prospects too hard. Ray Cherry of Hadley-Cherry, Los Angeles, says that some people like an escort in the model house, some don't. He cautions his men not to push a brochure on people until they think they'd like one. He points out: "Let the buyer ask the questions; if he talks he opens himself up to a sales pitch."

3. Personalize your selling. Stone & Schulte, San Diego, tell salesmen to write prices and their phone number in the visitors' brochure, even though they're printed there. "It makes the prospect feel he's getting individual attention."

Charles Store

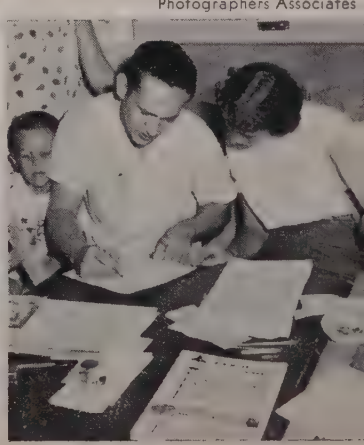


Werner Klosterman





Photographers Associates



Show your equipment, identify the materials, tell about your firm and your terms

In Louisville, Bollinger-Martin follow these rules: salesmen, above, explain fully the advantages of air conditioning and house materials. They interest prospect by *asking* "wouldn't summer living be easier, better in a cool house?" Salesmen tell prospects about their other projects in town to establish reputation. They detail the costs of their package, assume that since people are in the model they want a house and must be shown that they can afford it.

How to turn lookers into buyers:

GET YOUR OLD CUSTOMERS TO WORK WITH YOU





Photo Associates

Give owners a sense of belonging and keep showing your interest in them

To put owners in a frame of mind where they want to sell their friends for you, give them a sense of being a real part of their house and your project. In Allendale, N. J., Beir-Higgins gets the new buyer out for the ground breaking of his house, takes movie shots of him digging the first shovelful (photo, left). B-H also buy new owners dinner on moving day, hold a Christmas party each year for all owners, and send flowers when a new baby is born.

You can give buyers a real feeling of being taken care of by going into detail about their new homes with them *after it's been delivered.*

In Wilmington, Leon Weiner builds enthusiasm by getting suppliers out to the model to give classes above, right) to new owners and their friends on the operation and care of equipment in the house. Stone & Schulte, San Diego, have a special man whose sole job is to spend at least two hours with each new customer going over the house and explaining each item, its care and maintenance. He handles all call backs on houses personally. E. J. Burke, San Antonio, makes his new owners more a part of the project by using a weekly newsletter to let them know of progress on the job, who new buyers are and other news like that.



Make call backs work for you

You can build good will out of call backs with a system like Carl Freeman's, Washington, D. C. At closing he gives an owner $35 worth of time-and-material coupons redeemable in cash if they're not used up by calls on his repairmen.



E. Gerro

Help your new owners feel at home

Your project can be turned into a real community through get-acquainted parties for all your buyers. Fred Fett, Atlanta, gives a big barbecue for all owners and their friends at each project he builds and raffles off a free car, too.

How to turn lookers into buyers:

HERE ARE 35 TRICKS OTHER BUILDERS HAVE TRIED

Record Selling

The recorded sales talk in the San Diego model houses of the American Housing Guild is timed to fit the time it takes a prospect to go through. The sales pitch is recorded in a conversational tone of voice and tells about both the house and the community. Charles J. Riley, East Providence, R. I., uses local radio announcers whose voices are old friends to people in the area.

Furnishing Pays Off

An unfinished room, with its bare studs and subfloor showing, is a better sales attraction than finished space for Rigby Builders in Seattle. Each buyer mentally finishes it in the way he'd like to see it.



Key to Success

Buyers of expensive houses ($36,000 up) in Country Estates (L. I.) get the red carpet treatment from Builders Herman Seidenwurm and Leonard Schwartz. When they deliver the houses to the new buyers, they hand both husband and wife a gift-wrapped box, bearing the impressive "Cartier's" label. Inside is a sterling silver housekey blank which can be taken to the Fifth Ave. jeweler for personal monogramming and cutting of the key pattern.

'Til Delivery Do Us Part

The salesman's job doesn't stop with the signed order. Frank LaCoke, in Dallas, insists that his men stay in constant touch with buyers, telling them how the house is progressing, maintaining the close relationship set at the time of the sale.

Do It Yourself

Service calls can be cut down. In Rochester, N. Y., Caldwell & Cook send a welcome letter to new owners, with full instructions on how to make minor repairs and adjustments, and a kit of tools and materials to do the job.

Long Speech

Alan Brockbank paid $156 for a 25 min. recording of sales talk broken up by music. Master system is in one model, with speakers in each of his other houses. Brand names are stressed.

Manpower Pool

Selling through a realtor can give you a flexibility in personnel that you cannot get with your own staff. Hobart Homes, in San Diego, switched to a sales agent because the realtor could throw as many as 30 men into a big opening weekend, then cut back to just a few for off days and rainy Sundays.

Underground Pride and Joy

Basements are the big feature in the new Cooley-Wolsborn Portland (Ore.) models. Big windows will bring daylight in, and, wherever possible, recreation rooms will have walk-out doors. Stairways to basements will be wider, with wrought iron rails.

Field Trip

Salesmen should know their product. In Philadelphia, Ralph Bodek makes his sales staff go out in the field and watch houses built step-by-step. Result: sales increased 20-25% per man for the salesmen who took the trips.

Skeleton

Huffman & Boyle convinced realtors in their New Jersey area that they could make more money by taking furnished model projects at lower commissions than bare houses at full rates.

Fill in the Blanks

Cecil Jennings leaves space for prices and terms on his brochures, so his salesmen can personally write in the data for the customer. Also, in case of a price rise, the printed matter is not outdated and doesn't remind buyers that the house price has gone up.

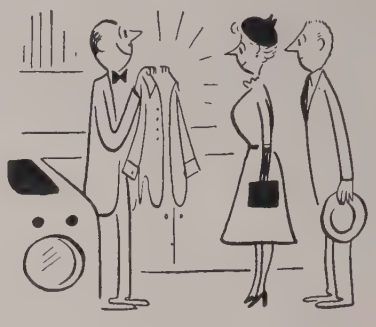


Double Exposure

All visitors to Singing Hills in Dallas must pass through the sales office twice, since it is the only way into the cul-de-sac where the six models are located. On the way in, they pick up a map and are briefed on materials and equipment. Returning over the same route, they have a chance to sit down and talk it over with themselves or with a salesman. No rush, coffee or a coke are on the house.

Cool Them Off

Boyd-Jackson, in Atlanta, saved their air conditioning bills to prove to doubting Thomases that the comfort was not expensive. First they demonstrate the system, then show that heating/cooling bills average only $10 per month.



Washed While You Wait

Rochester's Fred De Blase has an actual batch of clothes washed and dried in his model house to show the length of time the two cycles actually take. Demonstrator also points out the qualities of the washer/drier.

No Kidding

Because almost all his Long Island buyers are second-timers, Bernard Sokolov insists that salesmen tell the exact truth about taxes, distance to schools, commuting time, etc. These veteran buyers can't be kidded about facts and like to be left severely alone while they go through houses, unless they themselves ask specific questions of the sales agent.

Hidden Price Tag

Larry Goldrich doesn't put price tags on his Norfolk model houses, but makes visitors get figures from salesmen or brochures. Reason: he doesn't want to scare anyone off, because even if they can't afford the house, they can talk about it to their friends.

Hit 'em Again

While their homes are being built buyers keep coming back to the model, wanting to be reassured they made a good buy. Ted Hutchinson, Denver's biggest builder, says they have to be resold on these return visits and he uses basement product displays and manufacturers' signs to do the job.

Four Kinds of Buyers

Stanley Edge, Pittsburgh home merchandising counsel, puts home buyers into four categories: 1) family looking for maximum shelter for minimum dollars, 2) dream house buyer, who reads shelter magazines and saves plans, 3) suburbia-lover who wants the clubby atmosphere of living with others like himself, and 4) the snob who wants top location, expensive decor and a high advertised price.

We'll be Back

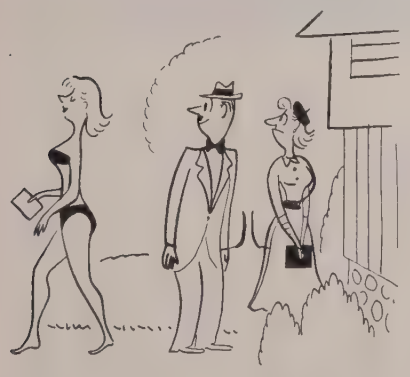
Follow-up builds good will for Modular Homes, St. Louis prefabber. Flowers or personalized stationery are sent after the family has moved in, with an addressed postcard that can be used to notify the builder of any flaw that needs fixing. On the first anniversary of the move-in, Modular sends a tree for the yard.

Empty House

Realtor Lue Bettilyon handles trades for many Salt Lake City builders, warns them that a vacant house will cost more to sell than one still occupied by a family. Reason: people cover up defects, furniture hides need for redecorating. Empty, the house always needs $100-$200 in paint and paper.

Soft Music

Radios tuned to good music stations are kept playing constantly in the Long Island houses of Bernard Sokolov. The muted strains add to the friendly feeling.



Facts of Life

Los Angeles' Hadley-Cherry uses hostesses on heavy traffic days, but prefers matronly types rather than glamorgals. Reason: Husbands keep their eyes on sexy young things, wives keep their eyes on the husbands, and neither one pays any attention to the house. In Washington, D. C., Al Small dropped his bathing-suited models for the same reason: men were embarassed, wives angry.

Steady Customers

Buyers of earlier houses can be a builder's best prospects for newer models. In San Antonio, E. J. Burke mails circulars to, and calls on, former buyers, suggesting a trade. Already he has families who have bought their third house from him.

Who's Who

A subdivision map contains not only the "sold" tags on each plot, but the names of each family, number and ages of all children. Prospective buyers can see accurately the general makeup of the neighborhood they have selected. Builder Alfred W. Halper, Newton Centre, Mass.



Drawings by Charles E. Martin

What D'ya Read?

Families who visit Lou Carey's Denver models on opening day (and who fill out a like and dislike questionnaire) are given their choice of $3 list price books: dictionary, etiquette book, cookbook, or encyclopedia. In quantities of 500 or more, Random House prices them at approximately 60¢ each, cheap for a giveaway. Carey prefers giving everyone something than having a raffle for a large prize that only one family can win.

High-Low

Robert Davenport has spotted two essential differences in merchandising his high and low priced houses. Materials and equipment displays go over well in the lower bracket, but in his Hollin Hills houses (designed by Charles Goodman) he keeps all signs and displays to a minimum. Lower cost houses are kept open all week (a customer might drop in at any time), but the expensive houses draw lookers only on week ends.

Let the Price Tag Show

Bill Levitt wants his visitors to see what a bargain they are getting. Signs on the front lawn of his five new models give name of the model and sales price. He thinks people will want to come in and see what kind of a house they are getting for that much money.



Smile, Please

In Salt Lake City, Builder John New follows couples through his models, snapping pictures with a Land camera. He presents them with the one-minute snaps, they show them to friends, and start thinking of the model as "our house."

Knock on Any Door

Each homeowner in Fischer & Frichtel's St. Louis subdivisions is given a door knocker designed by the company architect. This serves to brand each house as an F&F product, since their name is embossed very small on the metal.

See the Doctor

The sleek modern sales office and five model houses in Bayberry Properties' new Syracuse community will be sold or rented for doctors' and dentists' offices when the tract has been sold out.

Put Your Best Wood Forward

Even lumber can be glamorized. Southern Pine Association suggests taking an ordinary piece of framing lumber, finishing to a cabinetmaker's sheen, then displaying it on a satin pillow. This dramatizes your use of properly seasoned and graded lumber.



Strip to Essentials

Denver's Marcus Bogue doesn't believe in expensive, elaborate brochures. He says the public throws away everything but the single sheet carrying the house picture and plan.

School Transportation

Convenient schools sell houses. Because Builder Harold Sarshik had none near his Haddonfield, N. J., project, he donated a bus to the homeowners to haul the kids to school.

Room to Grow

Larry Goldrich always leaves a few vacant lots around his Norfolk, Va., models in case the first offerings "drop dead" on the market. Replacement models can then be built on the sites to replace the flops

Snob Appeal

Prestige value still sells houses. Irvin Blietz, in various North Shore Chicago suburbs, names each area (Pine Tree Village) uses landscaped entrance gates to build a sense of quality from the moment a buyer enters the property.

From the Advertising Agencies

HERBERT A. CARLSON, vice president
Applegate Advertising Agency

ALFRED AUERBACH, president
Alfred Auerbach Agency

HANS L. CARSTENSEN, vice president
N. W. Ayer, Inc.

J. D. DANFORTH, executive vice president
Batten, Barton, Durstine & Osborn

JOHN REEDER, vice president
Benton & Bowles, Inc.

ARTHUR PETERSEN, vice president
Buchen Co.

ROBERT CHRISTOPHER, president
Robert Christopher Agency

C. F. WOLFE, vice president
Dancer, Fitzgerald & Sample, Inc.

WILLIAM NORTHLICH, president
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WILLIAM GENGE, vice president
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Los Angeles

HERMAN H. YORK
Jamaica, L. I.

From the Mortgage Lenders

FREDERICK JACKSON, vice president
Dime Savings Bank, Brooklyn

Consultants:

STANLEY EDGE
Pittsburgh

ROBERT LANGENWALTER
Wichita, Kans.

CARL SAMUELSON
Great Neck, L. I.

DAVID SLIPHER
New York City

Government Observer:

ALBERT M. COLE, administrator
Housing & Home Finance Agency

Moderator:

P. I. PRENTICE, editor & publisher
House & Home



Photos: Walter Daran

The Round Table on SELLING

On one side of the table were the presidents and top vice presidents of 18 of the most successful advertising agencies in America—agencies that are merchandising counsellors for nearly 200 building product manufacturers—agencies that place millions of dollars worth of advertising every year.

Across the table were the president, the secretary, the treasurer and two past presidents of the National Association of Home Builders, along with some of the smartest merchandising builders in the country and four of the builders' top merchandising consultants; the president of the Prefabricated Home Manufacturers Institute, the past president of the National Association of Real Estate Boards most interested in housing and one of the most successful brokers; the mortgage lender who originates and holds more home mortgages than any other bank, the busiest builders' house architect on the West Coast and the busiest builders' house architect on the East Coast.

Present as Government observer was the No. 1 man in the Federal Housing agencies—Albert M. Cole.

How can manufacturers and builders work together to make more sales?

The No. 1 problem of the home building industry today is sales.

Even this year the sales problem is as urgent as mortgage money, for if sales were easier there might be less need of maximum terms and below-the-market interest to keep our houses selling. The sales problem will always be with us, long after the mortgage money problem has been solved.

To help meet this urgent selling need, HOUSE & HOME invited some of the smartest promotion and merchandising brains available to our industry to join in a two-day sales discussion with the leaders of the home building industry—its builders, prefabricators, realtors, architects. (See opposite page.)

The Round Table quickly agreed that better exploitation of the model home and its "magnificent captive audience" of some 40,000,000 different people a year offers an extraordinary chance to:

1 *make more people want to buy new homes;*
2 *make more people want to modernize old homes, and*
3 *sell more housing components in both new and old house markets*

The need of better model house exploitation seemed so urgent and so little understood that the Round Table members were not content to issue their report and disband. Instead, on motion of an agency spokesman, they all volunteered to serve as the nucleus of an industry committee to do something about it.

This self-constituted industry committee will reconvene to make further plans this month with added representatives of the manufacturers, the home builders and the realtors. Its first business will be to hear the report on a model house field study now being conducted in a typical city, with pictures of all the model houses in town and depth interviews with all the model house builders. This survey is being supervised as a public service by a panel member familiar with the local market, Stanley Edge. Out-of-pocket expenses are being paid by HOUSE & HOME.

Meanwhile, the Round Table has tentatively agreed that the industry committee should have three subcommittees:

1 A SALES PROMOTION COMMITTEE . . . to prepare a presentation dramatizing the model home as an advertising and merchandising medium; to visit the principal manufacturers, show them this presentation and enlist their help in the more effective exploitation of the model house. This subcommittee would also study the model house sales aids manufacturers already offer builders, screen these availabilities, make recommendations for their use by builders, and develop a plan for coordinating the displays of various brand name components.

2 A SALES TRAINING COMMITTEE . . . to help manufacturers take better advantage of the second sales force available to them in the model house. This subcommittee would develop a workshop plan to help builders and their realtors teach their salesmen how to do a better selling job on new houses and, more particularly, how to make better use of the sales appeal of the brand name components built into their houses.

3 A PRODUCT-PLANNING COMMITTEE . . . to provide faster communication between the manufacturers and the model house builders, so that builders planning their next year's show houses can have advance knowledge of important new products whose sales appeal the component manufacturers will be advertising by the time their next model houses are open. *The agency men agreed that the national advertising of these new products will be much more effective if it is capitalized at the point of sale in the model house, so they considered this third subcommittee very important.*



JACKSON: There's enough talent at this Round Table to provide the personnel for a fine industry committee.



COOGAN: The basic problem in our industry is communications, so I think your plan is wonderful.



SAMUELSON: Why don't we start with an assumption that money will be needed?



CHRISTOPHER: Everyone at this Round Table will contribute his time.



GOODYEAR: We need help from national manufacturers.



McKEEHAN: The manufacturers should be on this committee.



CARSTENSEN: It's an industry job that we're talking about.



PRICE: You'd miss the whole thing if you didn't have representation of the advertising agencies.

The preliminary report agreed to by the Round Table follows:

ROUND TABLE REPORT:

How can we make more people hunger for the better living we can now offer them?



EICHLER: The model house must be fixed up so people can feel what it would really be like to live there.



PETERSEN: We must first look at the home buyer and see what he wants and why he wants it.



SLIPHER: We need the advertiser's help in making people want better homes, as you've already made them want today's better cars.



MAYNARD: Advertising departments and agencies often don't know enough about home builders' problems.



PLACE: A model home is a mouse trap, and you have to bait it well to catch many mice.



PALMER: The home building industry must use the model house to sell a better way of life.

Today home building is being badly outsold by other industries competing for the bigger consumer dollar.

Incomes are rising so fast that the average family can now afford nearly twice as good a home as it now occupies—if only we could make people dissatisfied with their old homes as the auto industry makes them dissatisfied with their old cars, if only people wanted better homes as much as they want better clothes, better vacations, better TV sets. But still the sale of our houses and the products that go into our houses lags far behind the rest of the rising market.

Our share of the consumer dollar is less than half as big as 60 years ago

Home building is still America's biggest industry. But one big reason we are being outsold is that paradoxically this giant new industry includes no big businesses. It is the last great domain of the small business man. Even the biggest builders—the 1% who erect and sell a third of all the new houses—are dwarfed by the giants in competing industries. The biggest builder is not one-tenth as big as the smallest auto maker.

So no home builder can afford the market studies, the motivation research, and the mass selling techniques on the scale by which every other great industry is making everybody dissatisfied with what he or she has and eager for something new and better.

No one today would buy a 1925 car or a 1925 radio or a 1925 suit or dress. But the shocking revelation of the Women's Housing Conference sponsored by HHFA last spring was that so many of the women still seemed to want a 1925 home; few of them realized how much better living we have learned to build into today's house; few seemed to understand the many good reasons why today's architects stress open planning, rear living, multi-use of space, open kitchens, orientation, patios, indoor-outdoor living, sliding glass walls, wide overhangs and built-ins. Few seemed to realize how much each of these new features can do to make today's house easier, pleasanter or cheaper to live in than any houses ever built before. None of them demanded air conditioning, sound conditioning, light conditioning, color coordination, insulation, package kitchens or any of the other new things that should make yesterday's house as obsolete as yesterday's car. What most of them seemed to want was a $15,000 price tag on a 1925 house that would cost $35,000 to build.

No wonder we are being outsold by other industries that have learned to make everyone dissatisfied with even the best five-year-old models!

In all our $30,000,000,000 industry only the product manufacturers are big enough to employ the same advertising and merchandising talent that has made America a nation on wheels, packed our resorts with free-spending vacationers, crowded even poor neighborhoods with television masts and made American women of every income group the best dressed and most style conscious clothing buyers on earth.

So the purpose of this Round Table report is:

1 To help manufacturers and their merchandising counsel see more clearly the fast changing problems and realities of today's house and home market and

2 To help them apply their research methods, their motivation studies and their merchandising skills more effectively to sell more of their own products by helping builders, prefabricators and their realtors sell more new houses.

To that end the architects, builders and realtors at our Round Table wish more manufacturers would tie more of their consumer advertising into the industry theme of "Buy A Better Home First."

But all of us agree that for maximum effect at minimum cost. . . .

Better exploitation of better model houses offers a hard-to-beat way to step up sales:

The model house has for years been the No. 1 selling tool of the whole home building industry.

The model house is also the finest possible rent free showroom for all the hundreds of products that go into houses new and old—for everything from building materials to appliances, furniture and furnishings. It is such a fine showroom and attracts such crowds that some towns actually ban model homes in neighborhoods zoned residential.

This year, the Politz projection suggests more than 40,000,000* different people will probably go through these model houses. Some of them will be shopping for new homes; all of them will be shopping for ideas. What other industry has such an enormous captive audience to work on! What other industry has such a captive audience seeing its merchandise not in a store, but right at the point of use—a captive audience out looking for things to buy and almost asking to be sold!

These model houses set the standard for all other new houses built for sale. They are the models other builders copy, for small builders who cannot afford a model house of their own must meet the demands of customers who have learned from other builders' models what to look for and expect.

> They create thousands of added sales for these small builders too, for without them our industry would have no way to show how much pleasanter a good new house can be and so make people dissatisfied with their old homes. Just as the big department store builds sales for all the small merchants along the street, so the successful model house creates new demand and builds more sales for every builder in town who is smart enough to use the features whose sales appeal the model house is proving.

These model houses are also a tremendous sales influence in the modernization and home improvement market. By definition modernization means making old houses look and live like new, and millions of families get their ideas for fixing up their present homes from the good new products and the attractive features they see in model houses.

So the model house builds countless added sales for lumber dealers, appliance dealers, furniture dealers. Millions of model house visitors end up not buying a new house but settling instead for new furniture, carpets or draperies in the old house, a new paint job, a new labor-saving kitchen, a new bath, or a new playroom or bedroom in the unfinished basement or attic.

In brief, anything and everything the builders, the dealers and the manufacturers do to bring bigger crowds to the model house and make it more exciting, more appealing or more livable is bound to mean more sales for everybody.



BAUER: Some products can be identified in a model house. Others can't. But all of them benefit if the model sells more houses.



DANFORTH: All this background of national advertising is relatively ineffectual unless at the point of sale this merchandise gets exhibited.



GREEN: How can we get more builders to promote model houses?



WILLIAMSON: To develop a good model house a builder must work with an architect, a decorator and a furniture house.

Better exploitation of the model house calls for doing three things at once

1. we must make model houses more interesting and more fun to visit, so even more millions will get out and see them;
2. we must help these millions of visitors see how much better we have learned to build today's new houses with today's better components—less expensive to maintain, quieter, better lighted day and night, easier to keep warm in winter and cool in summer; filled with drudgery-saving appliances;
3. we must stimulate their imaginations and help them feel how nice the house would be to live in. We must make them discontented with their old homes by helping them understand and want the new way of life today's best new houses are planned to offer. We must help them appreciate the privacy of rear living, the friendliness of the open kitchen and its family room, the new enjoyment of the land we call indoor-outdor living.

To make the model house such a three-way tool to sell more houses and sell more components, the builders need all the help they can get from the manufacturers, but to get that help builders must be willing to spend more of their own money, too, to make their model houses better.



CRAWFORD: One of the hardest things in selling houses is to find an advertising agency that understands this business.



McKENNA: The model house differs from almost any other marketing problem I know of.

* *Dr. Politz found that in just three months, the off-season months of Nov. '55-Jan. '56, model homes were visited by 19,500,000 different persons over 10 years old.*

continued on next page

Suppliers don't know what help builders want; builders don't know what help suppliers offer

Bad communications along the line from the manufacturer to distributor to dealer to builder are one of our industry's most serious problems. Because of these bad communications less than one model house builder in four uses any manufacturers sales aids, because . . .

Too few manufacturers know what added tools builders need to use their products more effectively in model homes to make more sales for everybody. Too few manufacturers give the model house more than passing thought as they make their sales and advertising plans.

Conversely—

Too few builders know what fine sales aids some manufacturers already offer to help their model houses sell and too few builders realize how many manufacturers would gladly offer them more help if only they knew what the builders want and what the builders would use if they could get it.

And the architects, builders and realtors at our Round Table add that:

Too few manufacturers understand the revolution in home building that has made the model house so important—the revolution in home building made possible by FHA advance commitments.

Too few manufacturers realize that more than four houses out of five are now built for sale—and a very high percentage of these built-for-sale homes are sold through model houses.

Too few manufacturers realize that less than 1% of the builders now build one-third of the houses, 10% of the builders erect more than two-thirds of the houses.

Too many manufacturers still aim their consumer advertising at the custom house market that is getting smaller each year as the merchant builders move their production up towards the $25,000 price class and challenge the $45,000 custom-built house.

Too few manufacturers realize that the merchant builder is a new type of retailer for their products, a retailer who now sells far more bath tubs than all the plumbers combined, more built-in appliances than all the electrical dealers, most of the lumber, most of the mill work, tremendous quantities of roofing, siding, flooring, insulation, etc.

Too few manufacturers realize that the salesmen who sell these ready-built houses are their only contact with most of their ultimate consumers, so they should be trained and treated as their own second sales force.

Too few manufacturers merchandise their consumer advertising to owners, buyers, planners and salesmen of this new type of retail outlet as they merchandise their consumer advertising as a matter of course to their conventional retail outlets.

Too few manufacturers realize how important the model house can be to their total sales—their sales in the old house market as well as the new.



REEDER: I think the building industry is the growth field for the advertising agencies.



NORTHLICH: Not enough manufacturers understand this young industry.



LANGENWALTER: A manufacturer has got to get his sales story through to the real estate man who is going to re-sell that product to the ultimate consumer.



GREVE: The breakdown seems to come in getting these sales aids from the manufacturer to the builder.

Only about 3,000 builders out of 120,000 sponsor the model houses 40,000,000 visit

Too few manufacturers realize what a tight little target the model house offers for their promotion.

If they did, we would not hear of penny displays offered where $100 displays would pay off five times over. If they did, they would send their best salesmen to work with the model-house builders, instead of leaving the contact to some unknown working for somebody else.

There are so few model houses and each model offers such a fine exposure that the manufacturers' first concern should be whether the sales aids and displays he

offers are good enough—not whether they are cheap enough. Often the manufacturers will find it profitable to put a demonstrator in the model-house "store" during the crowded opening weeks to help show off his product.

There are few enough model-house builders that the manufacturers can afford to send their best salesmen to talk with them and work with them, making sure they know what sales aids he offers, helping to train their salesmen to take fuller advantage of his product to sell more houses.

Here is a market so compact that the manufacturer can well afford to promote his product not just the builder who sponsors the model house, but also the architect who writes the specifications, the lender who puts up the money for it, the dealer who supplies it and the realtor who sells it to the ultimate consumer.

Salesmen need special training to explain why new houses are so much better than old

The salesmen who sell the model houses must sell all the components too. They are the front line of the manufacturer's own second sales force—the only sales force he has that can do a direct point-of-sale selling job on the millions of consumers who visit the model houses.

If these salesmen know and believe the advantages of his product they will make it a selling plus to sell more houses. If they don't, they won't.

Too many real estate salesmen know more about how to sell old houses than they know about how to sell new houses, for each year they sell many more old houses. This is one big reason why the public (which trades in the average car after three years) is still willing to put up with the faults and inconveniences of houses 30 and even 60 years old. Our industry's salesmen are not well enough trained to make people see those faults and want to change. They are not trained to debunk the nonsense that "houses were built better in the good old days."

So builders need the manufacturers' help to make their salesmen know—and sell—how much better today's houses with today's components are.

They must teach them the right answers to a thousand questions like:

Why is it so much cheaper to buy your appliances as part of the house?

Why do today's new houses cost so much less to heat? Why are they so much easier to keep cool?

What makes a vapor barrier so important (old houses never have them)?

Why is it so much easier to keep a built-in kitchen clean? Why is vinyl flooring so much better (and more economical) in the kitchen?

Why does the family room need an acoustic ceiling? Why is a 40-gallon water heater so important (few old houses have them)?

How can you take today's windows out to wash them from indoors?

How does a wide overhang save on maintenance? Why should today's kitchen be open to the family room?

Why are yesterday's pipe sizes too small?

Why does it cost hundreds of dollars to put adequate wiring in an old house?

How does a front kitchen save hundreds of steps? Why do so many families prefer a rear living room opening on a private patio?

Why are today's colors so much more pleasing, and why are today's paints so much better?

Why are today's wider windows more practical as well as more pleasant? How can double glazing save money?

Why is it better to prewire the house for telephone extensions?

Every smart manufacturer should want every model house salesman to know how to sell all the advantages of his product so he must get his story through to the salesman who sells the house as well as to the builder who sponsors it.

But the realistic manufacturer will also recognize that few model house visitors will listen to a long sales talk for every feature and every component; so he will find it well worth while to develop two or three 20-word sales appeals too—sales appeals every salesman can afford the time to work into his selling.



GENGE: You'd want the realtor interest, the financial interest, the prefabricator's interest, and the home builders' interest all represented.



YORK: The weak link is the dealer. He doesn't get the sales aids through to the builder.



CARLSON: A lot of mistakes have been made in model house merchandising.



GERHOLZ: The model house offers a wonderful challenge to a united industry to develop better merchandising tools.

continued on next page

Here are sample suggestions of simple ways to make model houses more interesting

Unlike any other retailer, the builder must sell his whole showcase along with the contents it displays. He is in business to sell the house; he cannot sell its components separately.

So the builder cannot afford to put anything in his model house that will lessen the sales appeal and attractiveness of the house as a whole. His living room must look like a pleasant place to live; it must not look like a furniture showroom. His kitchen must look like a kitchen women would like to work in; it must not look like an appliance store.

Most builders are glad to build prestige and confidence by identifying the brand names of their houses with the brand names of nationally advertised components, but no builder can afford to clutter his house with conspicuous signs, for he must keep the rooms looking livable.

Large displays must usually be planned for use in the "store" most builders use as a salesroom, located in the garage, in the basement, in a tent, or in a separate building. This store is sometimes called "the trap," because smart builders plan the traffic through their model houses so there is no other way to get out.

We can think of dozens of good, little-used sales aids that would help builders sell more houses at the same time they help manufacturers sell more of the components they make. Most builders would be glad to use audiovisual aids, animated displays, mechanical displays, illuminated displays, especially in their store. For example:

> Why doesn't some manufacturer offer to help his builders make more sales with the sound system so many model houses now include? Specifically, why doesn't some manufacturer offer to cut a platter selling the house and everything in it (including, of course, his own product)?
>
> Why don't appliance makers offer model house dishwashers and clothes washers with transparent fronts? Their demonstration would get more attention and make more talk than the same appliances grinding away behind an all-metal front.
>
> Why doesn't some kitchen manufacturer tie up with the telephone company to offer a kitchen sales talk record to play over the kitchen telephone?
>
> Why don't insulation makers use a heat lamp to dramatize the hot side and cool side of their product?
>
> Why don't air conditioning manufacturers dramatize their product by helping builders overcool their houses in summer (as movie theaters overcool their lobbies)?
>
> Why doesn't some overhead door manufacturer power his door to keep moving open and shut to catch the eye of every model home visitor?
>
> Why doesn't some manufacturer offer help on a loud speaker sales talk about the house and its components for the crowds waiting in line on opening day?

Displays like these would not cost much money. All they need is closer cooperation and better understanding between manufacturer and builder.

Today smart builders are more interested in selling than in special cut prices

Too few manufacturers realize that right now the builders need selling help as never before. Unless they get that selling help the builders will have trouble keeping up their volume. And if their volume falls, manufacturers, distributors, and dealers will all lose volume too.

Today the easy market for houses is gone; the easy money for easy terms is gone; and builders are struggling to master a four fold change that has come upon them overnight:

1. the change to a buyer's market;
2. the change to a higher-price market—a market that is far more difficult and far more exacting;
3. the change to a market of second-time buyers—buyers far more knowing and choosy than yesterday's home-coming veterans, buyers already housed who can afford to wait for just what they want;
4. a big change in public taste—a change which makes it much easier to sell

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HOW TO APPLY 99 MERCHANDISING IDEAS

On the preceding pages, the editors have spelled out dozens of ways in which you can get the most out of your model house: by making it attractive to the passerby and to the visitor who comes to see it; by making it work as a sales tool and as a setting for your closing pitch.

On the following 22 pages you will find nine case studies that show you some best selling model houses and tell you how their builders merchandised them. Below is an index of 99 sales and merchandising ideas gathered from these case studies and listed under 21 headings for quick reference:

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LANDSCAPED, FENCED, FURNISHED, *this model was groomed like a Derby winner, for on it Builders Bell & Valdez placed their heavy money.*

Here's the SHOW PIECE...



Photos: Art Hupy

ESTHER WILLIAMS POOL *was good talking point for National Home Week visitors, made people remember this house. Pool is an optional extra at $2,855. Base price of the house is $16,100.*

A well designed and merchandised model house will produce sales even in a sluggish market.

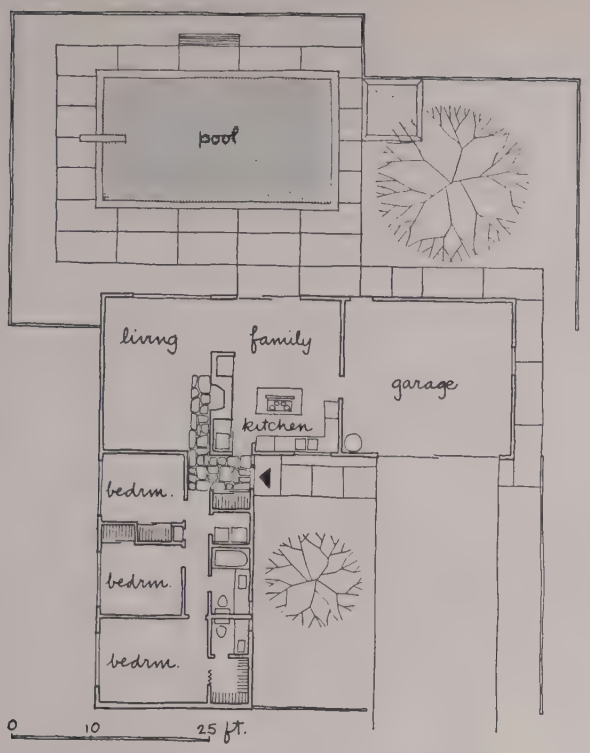
That is the encouraging news from Bell & Valdez, Seattle builders. They are demonstrating that a vigorous advertising and merchandising campaign will pay off—but only if the model house is right.

To make this house the climax of a carefully planned sales program, they put it in a good setting, landscaped it, gave it plenty of "curb appeal" and furnished it to have a comfortable, lived-in look. They do everything they can to build up an emotional appeal to convince visitors that "here is a good place to live." They even give this show house a lived-in smell by roasting a chicken in the barbecue.

Priced at $14,900 to $16,750, this 1,300 sq. ft. house is the best seller among Bell & Valdez's eight models. Its sales have totaled 48 since the beginning of October.

Merchandising campaign keeps the prospects coming

Bell & Valdez use TV, radio and newspaper advertising. When their project opened they had 50 large signs throughout the city. They issue a monthly newsletter to buyers, keep up community interest by donating a building and future recrea-



PLAN *includes such excellent features as a separate entrance hall, living room which is not a runway, large kitchen-family room with convenient door to garage, a walk-in closet-dressing room in master bedroom, handsome brick fireplace wall serving both living room and family room.* **LIVING ROOM** *(right, above) has sliding glass doors to rear patio. The polished slate floor in front of fireplace is carried around from the entrance hall. Living room has two uninterrupted walls for furniture.* **KITCHEN** *(right) is completely open to family room, has a free-standing island counter with built-in burners and a breakfast bar. Barbecue in wall at right is operated week ends, so that the smell of roasting chicken gives a lived-in atmosphere.*



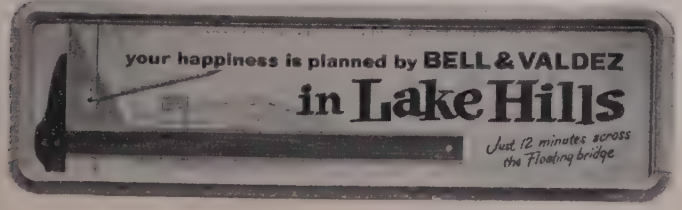


in Seattle's best merchandised project

tion space to the homeowner's association. Advertising stresses that Lake Hills is a model suburban community with all utilities in, churches and schools planned, no future special assessments.

An important part of the sales campaign is keeping the customers happy, for Bell & Valdez want buyers to sell their friends. Families get their house keys in a special package, get a folder for valuable papers, a 14-page booklet advising them how to care for their houses, who to call if trouble develops. Complaints are handled rapidly.

Lake Hills is a 4,000 lot project being developed by R. H. Conner, who sells finished lots to five builders, of whom Bell & Valdez are the largest. Conner also does continuous advertising for all of Lake Hills, does not mention builders' names, but collects $25 a lot for this over-all promotion.





IMPRESSIVE ENTRANCE *to Lake Hills includes this sales office with a children's playground behind it. Big off-site billboard (left) is demountable and is moved once a month to a new location.*



LANDSCAPING *benefits from trees that Scarborough always saves. He believes in offering "original houses, on a clean and completely landscaped site."*

TRADITION is basic to this model house . . .



PLANS *show large bedrooms with large closets. Scarborough says he has to bring out new models as "there's always a better plan."*

Builder Bob Scarborough merchandises this model house by selling tradition in every way:

He uses a traditional design, derived from the New England salt box. This fits Scarborough's idea: "A house should conform to area-preference in design, and my area—Haddonfield, N. J.—is overwhelmingly conservative." In this market, Scarborough, who has a reputation for quality building, expects to repeat last year's sales of 200 houses.

He uses traditional materials. This house has a masonry (old brick) first story, wood siding on the second—a treatment that's typical of the area.

His salesmen practice traditional courtesies, and they treat all visitors with respect. Any visitor is welcome, whether he looks like a prospective buyer or not. Visitors also have full run of the models; Scarborough uses no ropes or "don't" signs.

He advertises weekly in all the area's newspapers, to bring out the crowds. Of five models, this one outsells any other 5-to-3. Biggest (four-bedrooms) and most expensive ($22,950), this model—the Woodstock—sells even to retired couples or childless young-married customers.

Architect: Lester H. Weckesser, AIA.



TRADITIONAL FURNITURE *is rented by Scarborough so he can "make the furnishings match the house in character." He owns all the carpeting.*

and the way it's built and sold



DISTINCTIVE SALES OFFICE *built by Scarborough marks the entrance to Barclay Farms. Entrance boulevard (not shown) has only one flag pole, with American and Barclay Farms' flags. Scarborough dislikes "cheap pennants," believes in quiet, quality appeal. He also believes in the importance of good salesmen. Most of his are local schoolteachers who work part time, go to class under Sales Manager Ken Good to learn what they're selling.*

"We don't believe in the baby-sitter type of salesman," says Good. "Our men are demonstrators." They approach the customer and explain the house as long as he'll listen. Each salesman carries a book that lists complete specifications on each house. "At no time should one salesman have to call over to another and ask him a question." Good advises: "Find out what people's needs are and steer them to it. It saves an hour and makes them feel satisfied."



APPROACH SIGNS *arouse interest by giving driving time in minutes, and excitement is spurred by the large distinctive entrance sign.*



ELEVEN DIFFERENT MODELS *form a fine, wooded neighborhood. Sloping lawns were obtained in flat land by cutting streets low.*

BIG BUILD-UP **and handsome setting . . .**



DISTINCTIVE GRILLWORK *signs in front of models are easily read, do not block view of houses. Letters 'float in air' when illuminated.*

EMOTION sells houses. And the sooner people feel that indefinable urge to buy, the more likely they are to give in to it.

That is the basic working theory of Builders Ernest and Robert Norman in New Orleans. In their big Aurora Gardens development, they go all-out to put prospects in a proper frame of mind before letting them walk into the 11 finished models.

The Norman brothers leave almost nothing undone to make sure visitors get an emotional wallop. On approach roads, direction signs are worded in terms of minutes, more easily understood than miles. The entrance is well-defined by an elegant iron-mesh sign in the traditional New Orleans grillwork manner. A wide variety of well-landscaped models offers something for almost every taste. And the day before the opening, all the streets in the development were hosed down and the immediate evidence of construction was cleared away.

This perfectionist approach pays off: 65 houses were sold at $18,000 to $25,000 in the first two weeks after the Normans opened

Photos: Roy Trahan and Leon Trice



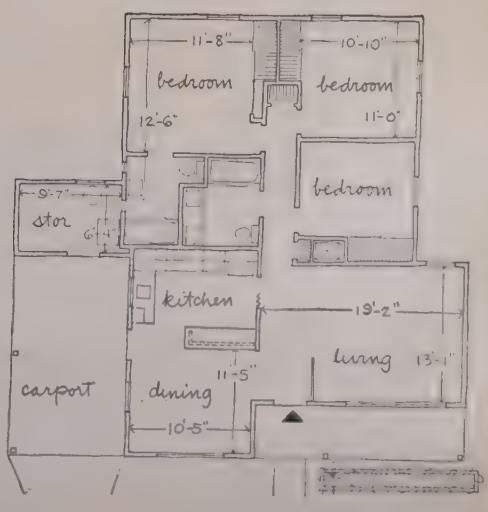
IMMEDIATE APPEAL *of this model comes from wide look, covered porch, large window, trees and landscaping (shrubs are lighted at night).*

helps this contemporary model score quick impact

a new section in mid-February. Most of these sales were at the higher end of that price range.

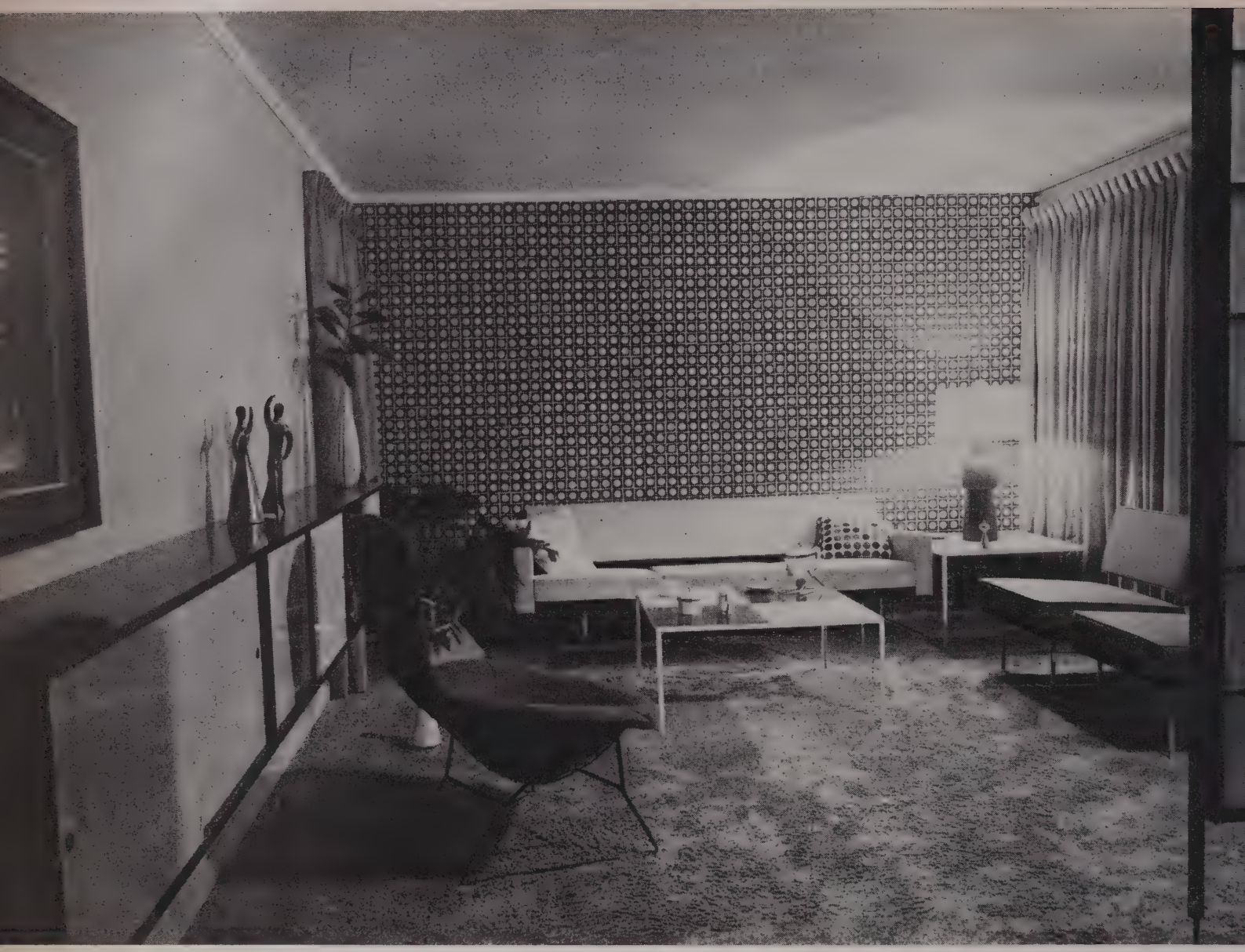
Furnished contemporary sells well

In the cosmopolitan New Orleans market, demand for contemporary design is stronger than in most areas so this model attracts bonafide buyers as well as the merely curious shoppers. Though basically a simple rectangle only 28′ wide, it looks much wider and larger than it is. The wider effect was gained by adding carport and storage on one side, widening the living room on the other and extending the wide-eaved roof to a full 48′. Buyers also like the offsets which add to the appearance of a big house.



UTILITY-CORE PLAN *faces the open living-dining-work area to the street and bedroom area to the rear. Storage located next to carport, has space for laundry that backs up to the bathroom plumbing.*

To see how this model was furnished, turn the page



LIVING ROOM *of the contemporary model (see previous page) is furnished to satisfy the expectations of prospects who prefer contemporary design. Room looks large because furniture is on legs well off the floor and the wallpaper pattern is small. Visitors are allowed to walk through all rooms. Two other models were fully furnished, one in early American, one in conservative modern.*

This contemporary interior matches the exterior's pace

SMALLEST BEDROOM, *furnished for youngest children, includes many toys. This model was furnished for $6,000. Cleaning women memorize placement of decorative settings and do not disturb them.*



COOKING A HAM *on opening day helped make the house seem lived in. The utility company's attractive home economist occasionally opened oven door to allow aroma to waft through model.*



Well-designed displays lure visitors to model used as sales office



LARGE WALL MAP *(right) in the sales-office model is an aerial photo showing location of Aurora Gardens on south side of Mississippi River. The tract itself stands out on a superimposed painted board. A new bridge across the river will soon shorten travel time to downtown New Orleans to about 10 minutes.*



SALES EXHIBIT *(left) consists of series of open-design panels for color renderings of the many variations offered. (No two houses in tract are exactly alike —so sales of each model are limited to available variations.) In other rooms samples of the materials used and choices of color combinations are shown.*

OFFICE MODEL *(below) sold out first. Long front portico is in the tradition of Mississippi Delta plantation houses. Used brick exterior and shuttered windows and door add to the traditional flavor. U-plan was built around a covered, screened-in porch.*



Photos: Robert B. Stinnett



BLENDED FACADE *of wood, masonry and glass combines with shrubs, fencing, trees to provide model with excellent curb appeal.*

CRISP DESIGN **in tropical setting . . .**



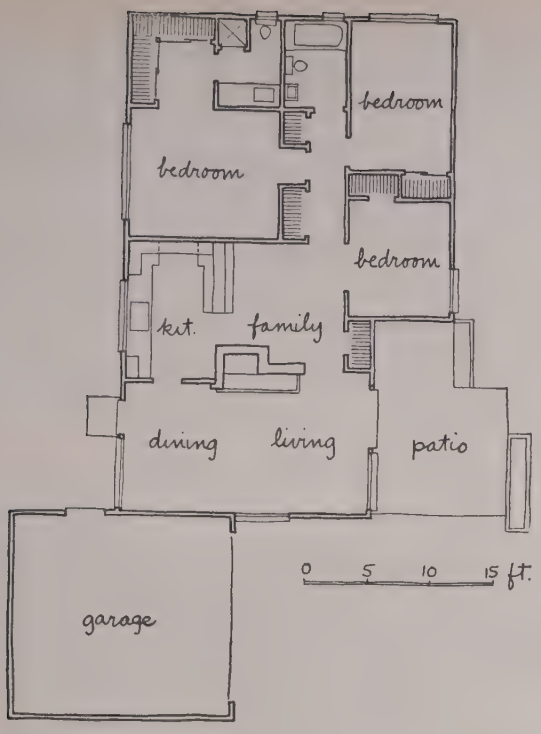
DOUBLE FRONT DOOR *is high-priced house feature in this model.*

Six hundred houses like this one were sold last June.

This feat, which has been repeated each spring for three years running, was accomplished by young (34) A. L. Branden of Hayward, Calif. Branden has packaged design, price, terms and location into an irresistible sales combination. His total record: 3,200 houses sold since May, 1954. His present sales rate: 20 houses per week.

Branden's first rule: build a bargain. His newest model has three bedrooms, two baths, family room, fireplace, sells for $14,500. His crisp designs (new ones every spring) are by Architect Dave Johnson. His hard-to-beat price is achieved by an unwavering six-houses-a-day production schedule. He gets easy terms through First Federal and Home Federal of San Francisco. His project is located in the center of the booming industrial complex in the San Francisco Bay area.

Branden's merchandising is big scale like his building: eight-page ads in the Oakland *Tribune*, a 170′ three-dimensional billboard (p. 135) with a replica of half his model built into it. But he holds interior signs to a minimum, lets visitors turn on a recorded announcement at will. His sales pitch is low key. When prospects see what they want, they walk into the sales office (right) and order their house over a counter.







PALMA CEIA MODEL *was planned to put its most attractive face to the street (opposite) and to give a sense of rich spaciousness (above). Inside, the house opens up under a vaulted Philippine mahogany ceiling with decorative pegged rafters. The masonry fireplace, which dominates the living area, has an airy open top, raked horizontal joints to extend its width and break up its mass. Other "luxury" touches include a closet-walled dressing area in the master bedroom, a white louvered door to hide the kitchen from the living room, two-tone painted kitchen cabinets, and cork-toned tile on kitchen and family-room floors. Kitchen appliances are free-standing so that GI buyers may include under the mortgage only those appliances they need to buy.* *To see Branden's product display, turn to page 145.*

is sold by supermarket merchandising methods

NIGHT LIGHTING *gives the Palma Ceia display area the busy festive air Branden likes: "People like to do business with busy people."*



Photos: (far right) D. Le Roy Randal, "Tulsa World"; (others) Miller-Woods Studios



LOW RANCH HOUSE *is popular model for luxury market. Long textured roof, windows, garage doors, masonry emphasize horizontal look.*

Custom builders' ONCE-A-YEAR model...



TULSA PARADE OF HOMES *is yearly site for the single model the McCunes build to merchandise their houses. The model was sold with carpets, drapes used to furnish it for $29,500 after Parade.*

Here is the unusual—a model home by a custom builder.

The McCunes, father and son, of Tulsa find it makes merchandising sense for custom builders to display model homes. Their reason: "To acquaint customers with the style and quality of our work so when they are ready to build, they come to us with confidence in what we can do."

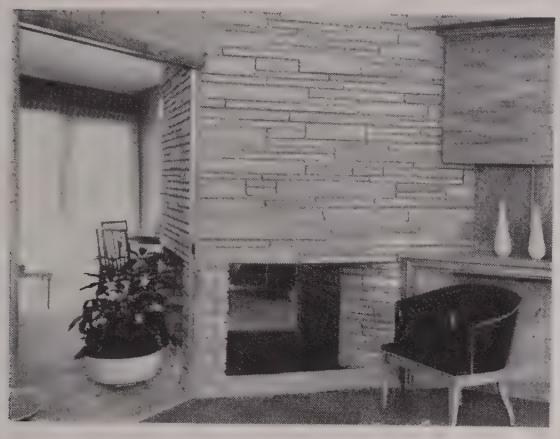
For the last few years the McCunes have built their single annual model in the Tulsa Parade of Homes where they could be assured heavy traffic. Through the model house they generate enough business for a full year's schedule.

McCunes' merchandising is simple and straightforward: build a good-looking house ("designed by Cecil E. Stanfield, AIA"), landscape it ("make sure the grass is green"), decorate and furnish it smartly ("we buy carpets and drapes, get the furniture company to do the furnishing; both of us profit"), keep advertising and displays in the garage ("where we can direct visitors to other examples of our work").

While their model home was open, the McCunes built a prospect list by offering a gas range as a prize in a quiz about model house features. They had a woman from the gas company demonstrate appliances, an engineer discuss the air conditioning. Result: they built 24 houses at up to $35,000 last year, expect to do 35 this year.



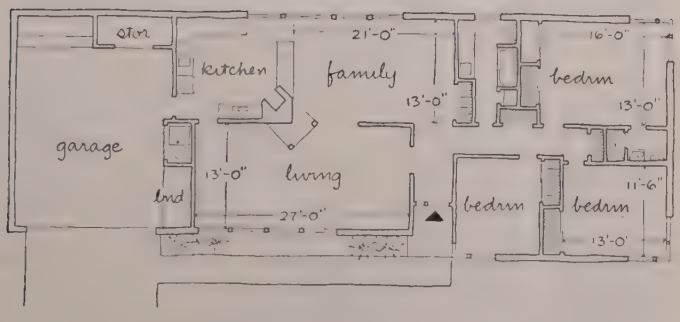
KITCHEN *(left) is all-gas equipped, was demonstrated to 10,000 visitors during Parade of Homes. Oven, left center, is built into back of stone fireplace. Kitchen can be closed off from family room (below) by sliding partition between bar and hanging cabinet.*





THREE-WAY FIREPLACE *(above and right) is made of Arkansas ledge stone, opens into family room in foreground, formal dining area (background) and living area (out of photo at left). Popular features of house include cork floors in family room, sloping ceilings in living area, and the open planning. Family room view shows the drapes which were sold with the model.*

lands buyers for year 'round operation



LONG, RECTANGULAR PLAN *presents 80' expanse to street on 100'-wide lot. McCunes use modified post-and-beam construction, let ceiling follow roof line in living areas. As in most Southwest houses in this price class, open planning and indoor-outdoor living get greatest buyer acceptance when used with a family room.*

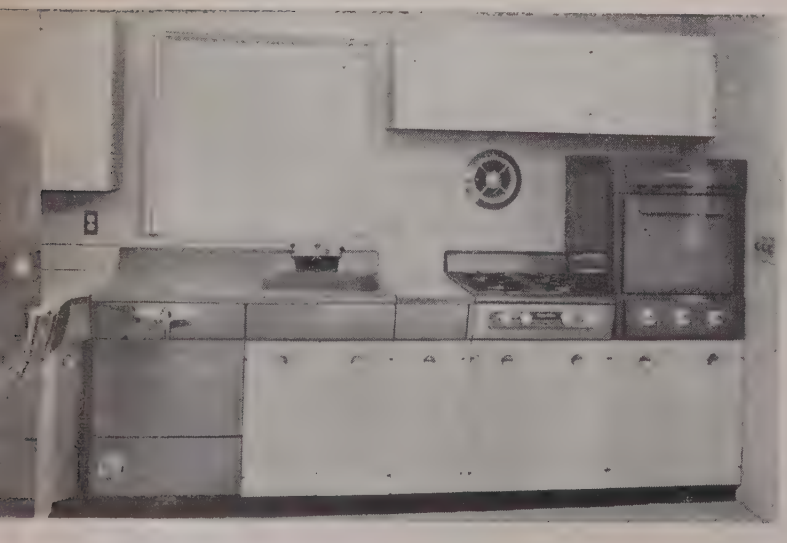


REAL GAS LAMP *is discreet symbol of house with all-gas appliances, heating, air conditioning. Builders tied in with Oklahoma Gas Co., found added promotion in radio, TV, newspaper releases.*



ANIMATED GAS-FLAME SIGN *in front yard makes strong visual impression on visitors by day and night, ties house to publicity.*

TIE-IN promotion draws crowds to model house . .



ALL-GAS KITCHEN *carries out promotion theme. Refrigerator, incinerator, and washer-dryer are optional equipment, but most buyers requested incinerators after seeing them demonstrated.*

THIS model house was tied tightly to two important local promotions: the gas utility's "Blue Flame House" program, and Boston's 1956 Parade of Homes. Result: the entire 1957 production was sold out before the year began.

Though Builder Alfred W. Halper's house marked the first joint effort of Boston Gas Co. and a builder house, they jumped in with both feet:

- 500,000 announcements of the house were mailed out with the monthly bills to gas customers.
- Service Bureau personnel acted as hostesses in the model, explained equipment and appliances.
- Advertising and brochure costs were shared.
- Rotating, lighted "Blue Flame" display (above) was provided for the model front yard.
- Garage display room (cost: over $1,000) featured not only gas appliances, but all brand-name appliances in house.

Halper's imaginative promotion won him last year's Acapulco Derby Merchandising Award. Since May, 1955, his promotion budget has totaled $26,000, $340 for each of his 76 sold houses, about 1.8% of his gross sales.

The gas company is just as happy as Halper. Wayside Acres advertised gas heat throughout the neighborhood, encouraged homeowners to convert their old heating plants.

Photos: Fay Photo Service



MANIKINS ADD HUMAN TOUCH TO FURNISHED MODEL ROOMS
Department store windows are designed to stop people, make them look, coax them to buy, so Builder Halper borrowed this model house idea directly from the display window. He put child manikins into children's rooms, adult figure in the parents' room. Boy is reading comic books, girl playing records, mother looking over dresses in an effort to create "the personality of imaginary occupants." Bedrooms and living area have taped traffic channels, but visitors are free to roam through den, kitchen, etc. Furnishings in the house are mixture of traditional and contemporary styles.





these novel merchandising methods help sell it



FRONT-TO-BACK SPLIT *is prestige house for the development, is priced $4,000 to $7,000 above $18,000 standard model. Exterior elevation is traditional to carry out "House of History" theme.*



MIRRORED WALL *makes generous (14' x 24') living room appear even larger, while thin curtains let light flow into interior. Soft music and recorded sales talks are broadcast from hi-fi set.*



MAGNIFICENTLY SITED HOUSE, *with mountains to the rear and a view of Salt Lake City below, is newest $30,000 model by Holmes & Jensen.*

This IDEA HOUSE sets the stage . . .

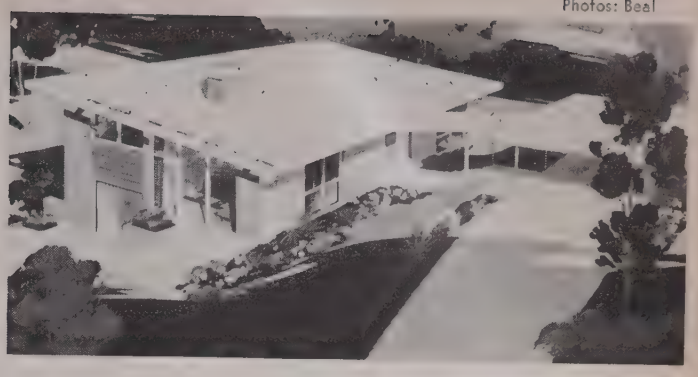
LIVING ROOM *becomes sales room where prospects are seated comfortably, given large renderings and plans from which to make their choice.*





TWO-LEVEL *hillside model is suited to rough terrain.*

Photos: Beal



BELOW-STREET-LEVEL *house gives an interesting variety.*

OFFSET CARPORT *house permits use of a narrower lot.*



BASIC PLAN *variation has high windows, different roof, garage.*



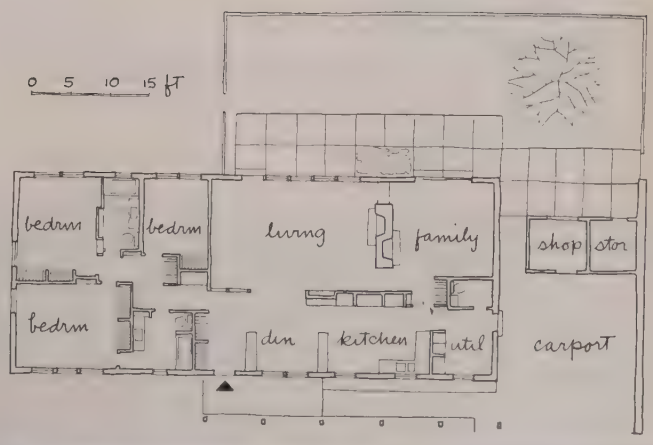
for semi-custom builders who sell from renderings

Builders Holmes & Jensen of Salt Lake City put all their eggs in one basket . . . and the basket is the comfortable looking house opposite.

They hope it has enough new ideas and general attractiveness to sell their new project. On this house depends the success of their moving up from $16,000 houses to a new range of $22,500 to $30,000. When they ran out of mortgage money on their lower-priced houses they bought more expensive land on a hillside overlooking the city, moved to higher-priced houses to get conventional financing.

To appeal to second-time buyers the new house has two living rooms, two fireplaces, two dining areas, two and one-half baths, a good utility room, a hobby room, a completely equipped kitchen, big windows overlooking the mountains, a paved terrace and numerous other talking points. To make trades attractive (last year 25% of their sales involved trades) they have set their new prices with a built-in cushion, as new car dealers do.

Both partners are sold on good merchandising. Says Ed Holmes: "It pays to spend money on advertising, furnishing and merchandising. In this price class you can charge $1,000 more when you merchandise right and you need spend only half that. Last year we made more money per house, even though we spent more than ever before on advertising."





PLASTIC SCREENS *at entrance hall (right as seen from middle of living room) are translucent, decorative and make a good conversation piece for visitors. House was deliberately furnished more expensively than buyers might do it in order to give it distinction. The builders bought this furniture, hired Decorator Marion Cornwall. House was designed by Architect M. E. Harris Jr.*

Joseph Alpern



REDWOOD AND BRICK MODEL *on landscaped corner lot was designed by Architects Jones & Emmons, stops traffic on busy thoroughfare*

How to use PRESTIGE to sell . . .

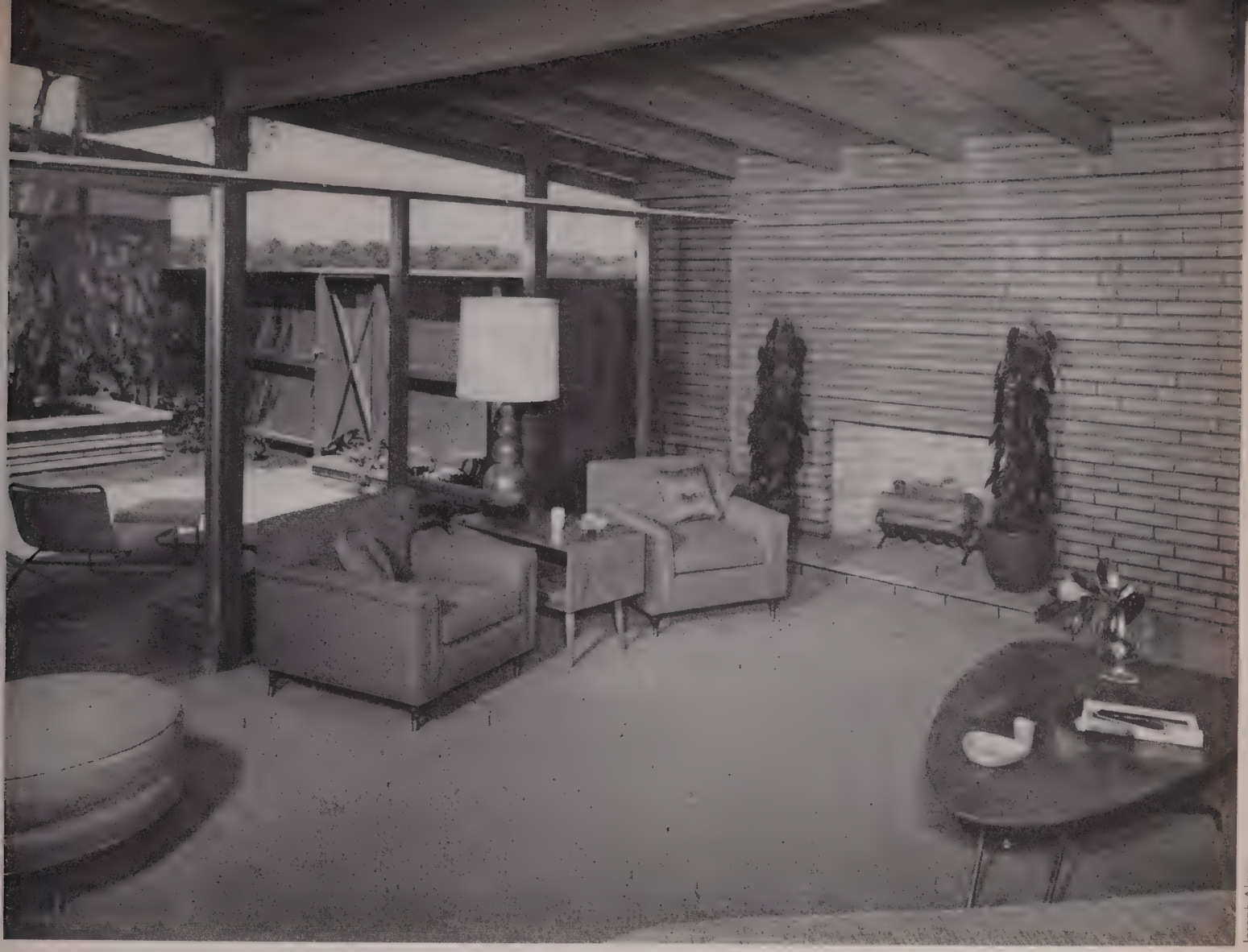


Playing up prestige paid off in this model—designed, landscaped, decorated and merchandised with style.

From the tone of its contemporary architecture (and the name of its top-ranking architects, Jones & Emmons) to the deliberate snob appeal of its signs (opposite), Devon Construction Co., Los Angeles, capitalized on *chic* to reach the higher-priced market. Result: 140 houses in the $20,000 to $24,000 range sold in ten months.

When the builders first shifted to the new rising-income market (by switching from $17,000 houses to houses priced as high as $24,000), they upgraded their design-appeal as well: to provide the variety that upper-income buyers demand, Devon Construction began to use several well-known architects (see p. 178). Up, also, went their merchandising tone: instead of scattering garish signs all over the house, they used more restrained signs, turned to a top home furnisher to give their models a lived-in look (open magazines, logs in fireplace). And "since buyers in this bracket buy location first," they made their community look well established by replanting full-grown olive trees, gave their houses a custom-look with brick and stone planters.

PLAN *is designed to provide living areas outside as well as inside the house: all outdoor areas are either private adult courtyards or children's play areas. Front lawn is eye-appealing flower garden.*



Joseph Alpern

LIVED-IN LOOK *appears in living room as well as furnished patio. Glass wall seems to double room size, living space*

n the upper-income market



Rothschild



ELABORATE CHANDELIER, *richly textured screen and ornate table n dining corner are examples of "conversation pieces" designed to e talked about by visitors. Decorator: Mrs. Milton Johnson.*



V-SHAPED SOFA *shows adroit handling of furnishing to compliment architecture: wing of sofa backs against entry foyer and faces recessed fireplace in brick wall just out of sight at left.*

Turn page for two more Devon models



FULLY FURNISHED AND LIGHTED PATIO *dramatizes for nighttime visitors the 150 sq. ft. of living area it adds to 1,525-sq. ft. house.*

Here's how to use NIGHT LIGHTING ...



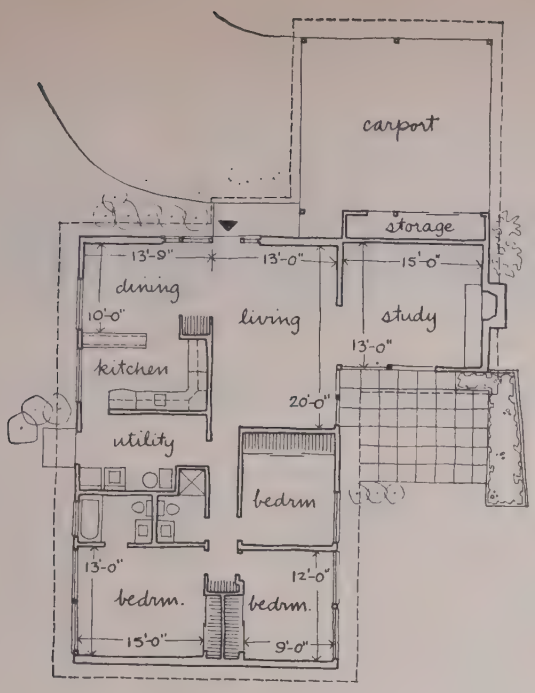
Photos: Cavagnaro-Sauer

Lighting the model at night is Fischer & Frichtel's way of letting second-time buyers take a second look.

Placed near a highway and approached through an illuminated gateway, the light-studded model stays open until 9 p.m. Chief reason for after-dark merchandising, says Ed Fischer: "Models are less crowded at night and people who are looking for their second or third house want to visit and revisit a house several times at their leisure. This kind of buyer has greater feeling of permanence about a second house and wants to look it over thoroughly before he buys.

What visitors see in this $18,950 part-brick model is a house completely furnished and decorated in contemporary style. It is uncluttered by signs. F&F prefer to show how they build by using a second (and unfurnished) model as a display center. In it they show a cutaway section of the house (to reveal hidden construction features, p. 143), newspaper and magazine articles about the company, prices of appliances, maps of the area. They use only one exterior sign to identify the model; directional signs are a mile and a half in either direction from the model. Lights do the rest.

LIGHTS ON, CURTAINS DRAWN, *dining room and kitchen take on an appealing warmth. Acoustical plaster on sloping ceiling makes open planning more salable. Brick wall at right adds texture.*





EL-SHAPED PLAN *has kitchen flanked by family-size dining area and bedroom-size utility room. Study shares patio with living room.* **ILLUMINATED VIEW** *(right) of "Plantation" model was first seen by St. Louisans in a special lighting section of the* Globe-Democrat *in a full-page, four-color presentation. It was Union Electric Co.'s way of promoting decorative lighting in homes. The utility pointed out the wiring and lighting advantages of this and other houses, helped the builders promote their big new Carrollton community by personalizing signs, providing adequate-wiring posters, loaning display appliances. They also contributed to the builders' advertising kitty for an eight-page, four-color section in the St. Louis Post-Dispatch. Fischer & Frichtel used extra run copies of the eight-page section as their sales brochures.*

to merchandise your houses after dark

LIGHTED HOUSE *gains dimension and living space when patio is also lighted. Glass sliding doors of living room and den open to patio.*



DIRECTORY OF SALES AIDS

You can get lots of merchandising help from these manufacturers

The chief source of aid in selling your houses is the manufacturer of the supplies and equipment you used to build them. The ones listed below have literature you can use and in many cases offer signs, displays, samples, help in decorating, advertising and promoting the house. Their products are nationally advertised, too.

For your convenience, HOUSE & HOME has indexed the aids available from these manufacturers in 15 product classifications. Listing is alphabetical within groups.

Most of these manufacturers will supply aids either free or at cost; some will personalize them by imprinting the names of the builder, house or project (these are indicated by an asterisk*). The local dealer or distributor, who is the usual channel to the manufacturer, will also help.

Special merchandising help is also available from consumer magazines and from manufacturers of merchandising aids (see first category). This help will serve well as a supplement to the manufacturer's aids.

Special merchandising aids

ACTIVE DISPLAY ADVERTISING
1702 West 19th St.
Chicago 8
Signs and advertising specialties
Point of sales aids: outdoor identification signs in plastic; metal Masonite and cardboard signs; Day-Glo weatherproof cardboard signs; sign stakes; postcards; window displays; advertising specialties in plastic; pennants for "Open House"; special model home signs.

AMERICAN HOME
300 Park Ave.
New York, N. Y.
Winners of house contest get national publicity through radio and TV, local publicity in newspapers. Builders get handout literature, suggested ad layouts, reprints, direct-mail pieces, scale models of model homes. Special local promotion for 12 grand prize winners.

BETTER HOMES & GARDENS
Meredith Publishing Co.
1716 Locust St.
Des Moines, Ia.
Idea House for '57 in September issue. Builders get plans, promotion aids, suggested ad layouts, planned local advertising and publicity plus store tie-ins, landscaping plan, point-of-sales placards.

HOME FACTS, INC.*
85 Main St.
New Canaan, Conn.
Builder's brochures
Point of sales aids: Home-prospect book styled and written by specialists to the builder's order. Builder forwards information he desires to include. Delivery of brochures six weeks after receipt of final order.
Post-selling aid: Homeowners book, compiled to builder's specifications, describes products builder put in house, tells how to use and maintain them. Also includes comprehensive articles on home ownership. Builders may give book to buyers or make it available at a reduced price.

LIFE MAGAZINE
9 Rockefeller Plaza
New York 20, N. Y.
"As Advertised in LIFE" model home merchandising program for builders using minimum of six advertised products. Building Products Merchandising Department supplies ad mats, reproduction proofs for hand-out literature, interior product signs free: outdoor signs and directional arrows at cost.

LIVING FOR YOUNG HOMEMAKERS
Street & Smith, Inc.
575 Madison Ave.
New York 22, N. Y.
National home building programs of model houses in various localities; assistance on local building projects; builder's promotion planning kit; identification and merchandising aids.

McCALL CORP.
230 Park Ave.
New York 17, N. Y.
National Homes builder-dealers get counter cards, publicity releases, enlargements of April *McCall's* cover for tie-in with that issue. In 1958 magazine will have a model home building program.

NATIONAL BROADCASTING CO.
RCA Building
30 Rockefeller Plaza
New York 20, N. Y.
"House That Home Built" plans available, also landscaping and decorating plans. Merchandising kit includes advice on model home promotion, sample layouts, exterior signs, interior placards.

PARENTS' MAGAZINE
52 Vanderbilt Ave.
New York 17, N. Y.
Winners of house contests published in magazine. Builders get postcards, award plaque, outdoor signs, newspaper and radio releases, ad layouts, ad mats.

SATURDAY EVENING POST
Independence Square
Philadelphia 5, Pa.
New Blue Ribbon Homes feature advertised products. Qualified builders' kits include outdoor signs, point-of-sale signs; scroll; newspaper ad mats, descriptive merchandising manual at cost.

YOUR LOCAL PUBLIC UTILITY
Many forms of merchandising aids are available through your local utilities; signs; brochures; hang cards; displays; demonstrations; etc. Some of these are tied in with national campaigns promoting the use of gas and electricity.

Doors & windows

ADOR SALES, INC.
2345 W. Commonwealth Ave.
Fullerton, Calif.
Sliding glass doors
Point of sales aids: tags for door hardware; decals for door; envelope stuffers; photographs of typical installations; national ad reprints.
Sales training aids: color sound film; color product brochure; specification sheets.

ALUMATIC CORP. OF AMERICA
2081 South 56th St.
Milwaukee 14, Wis.
Storm windows and doors
Point of sales aids: sample case showing miniature windows and their operation; color brochures.
Sales training aids: sales training book.
Warranties: factory "20% of fuel saving guarantee."

ANDERSEN CORP.*
Bayport, Minn.
Windows
Point of sales aids: Easel cards for use on sill; full size operating window models; brochures and product sheets (personalized on four week's notice on cooperative basis); folders and literature on all window units.
Sales training aids: indoctrination meetings

for salesmen; 20-minute color film, available on two week's notice; 10-minute slide film available on two week's notice.

A.R.B. WINDOW SALES CO.
19433 John R St.
Detroit 3
Window hardware
Point of sales aids: stickers for window lights; handout folder on features and construction; envelope enclosure.
Services: detail sheets showing how windows are installed.

BARBER-COLMAN CO.*
Dept. NF72
Rockford, Ill.
Garage doors
Point of sales aids: home demonstrator (mockup of automobile dashboard with radio control installed); outdoor identification sign; color brochures; warranties; consumer ad reprints for display or distribution.
Sales training aids: local distributor supplies home-selling kit to suit each builder's needs, helps plan promotion.
Services: installation and service by distributors.
Warranties: distributor guarantees door operator; doors carry written lifetime guarantee against weathering.

BROWN-GRAVES CO.
191 E. Miller ave.
Akron 1, Ohio
Windows
Point of sales aids: catalogue and book, other assorted handout literature, free-standing operating display unit, gummed window signs.

CARR, ADAMS & COLLIER CO.
Dubuque, Iowa
Windows, doors
Point of sales aids: indoor cards and posters; motor driven display; models showing construction of cabinets; cutaway drawings of products; brochures; handout sheets and literature.
Sales training aids: films on windows and cabinets; cabinet training school for builder's personnel.
Services: selection of stains for finishing products.
Warranties: guarantee of products, prompt attention of any product failure.
Demonstrations: dealer's personnel available for demonstrating products.
Gifts and prizes: pencils.

CLOPAY CORP.
Clopay Square
Cincinnati 14, Ohio
533 E. Forest Ave., Detroit 1
Plastic folding doors, window shades
Point of sales aids: four-color brochure with specifications; swatch samples of available colors; installation instruction sheets; reprints of national advertisements in trade and consumer magazines.

CURTIS COMPANIES
Clinton, Iowa
Doors and windows
Point of sales aids: outdoor signs; indoor cards and posters; banners and pennants; handout literature; forms follow up.
Sales training aids: architect's detail sheets.
Warranties: performance bond for owner; booklet on "Care of doors and woodwork."

THE DURAFLEX CO.
3500 N. W. 52nd St.
Miami
Thresholds
Point of sales aids: cutaway sections of thresholds; complete brochures.

GRANT PULLEY & HARDWARE CORP.
31-85 Whitestone Parkway
Flushing 54, N. Y.
944 Long Beach Ave.
Los Angeles 21
Sliding and folding doors
Point of sales aids: floor stand, wall or counter displays—working samples; window streamers; posters; specification folders; stuffers; catalogues; technical cross-sectional data; installation instructions; specially designed displays; idea booklet; give-aways.
Sales training aids: sales promotion manual; product sales training lectures; product indoctrination lectures.
Services: engineering planning; specification writing assistance; preparation of builder/dealer literature by advertising department.
Warranties: all products guaranteed against defects in workmanship or materials.
Demonstrations: speakers available for lectures, training courses.

LIBBEY-OWENS-FORD GLASS CO.
Toledo, Ohio
Window glass
Point of sales aids: installation sign; envelope stuffer; window sill card.

MIAMI WINDOW CORP.*
950 S. E. 12th St.
Hialeah, Fla.
Windows
Point of sales aids: outdoor signs; indoor cards and posters; mobile samples; audio records; graphic dramatizations; cut-away drawings and sample sections; brochures; mailing sheets and informative literature.
Sales training aids: descriptive literature for salesmen; educational film and colored slides; comparative literature.
Services: assistance in lay-out and design; installation and maintenance pamphlet; informative booklets.
Warranties: guarantee on workmanship and materials.
Demonstrations: display units available incorporating samples of all products. Sales personnel available for demonstrations.

NATIONAL DOOR
163 Avenue A
Bayonne, N. J.
Sliding closet doors
Point of sales aids: brochures, handout sheets and other literature.

NEW CASTLE PRODUCTS, INC.*
New Castle, Ind.
Folding doors
Point of sales aids: outdoor sign; posters; display cards; motor-driven displays; hang tags; brochures.
Sales training aids: training films, books and sessions.
Services: planning and counseling.
Warranties: one-year guarantee.

ORCHARD BROTHERS, INC.
63 Meadow Road
Rutherford, N. J.
Aluminum awnings
Point of sales aids: sample kit showing operation of miniature awnings; sample awning slats; color brochures; descriptive booklet.
Sales training aids: sales book, loop-films for training salesmen.
Warranties: manufacturer's guarantee.

RAYNOR MANUFACTURING CO.*
River St.
Dixon, Ill.
Doors
Point of sales aids: outdoor sign; posters; cut away section of installed door showing construction.
Sales training aids: 13-minute training film; service manual giving specifications.
Services: customized design; engineering service or shop drawings available.
Warranties: one-year guarantee on materials and workmanship. Lifetime guarantee on Ray Lux panels.
Demonstrations: personnel available.
Gift and prizes: coffee table tops—designed from the Raynor Carved Panel.

R. O. W. SALES CO.
1365 Academy Ave.
Ferndale, Mich.
Windows
Point of sale aids: several promotional packages available; standing window-unit floor samples for demonstration; posters.
Sales training aids: color movie for dealers and builders; radio transcription albums for built-in- Hi-fi system; training meetings for builder sales personnel.
Demonstrations: distributors provide personnel for open-house promotions.

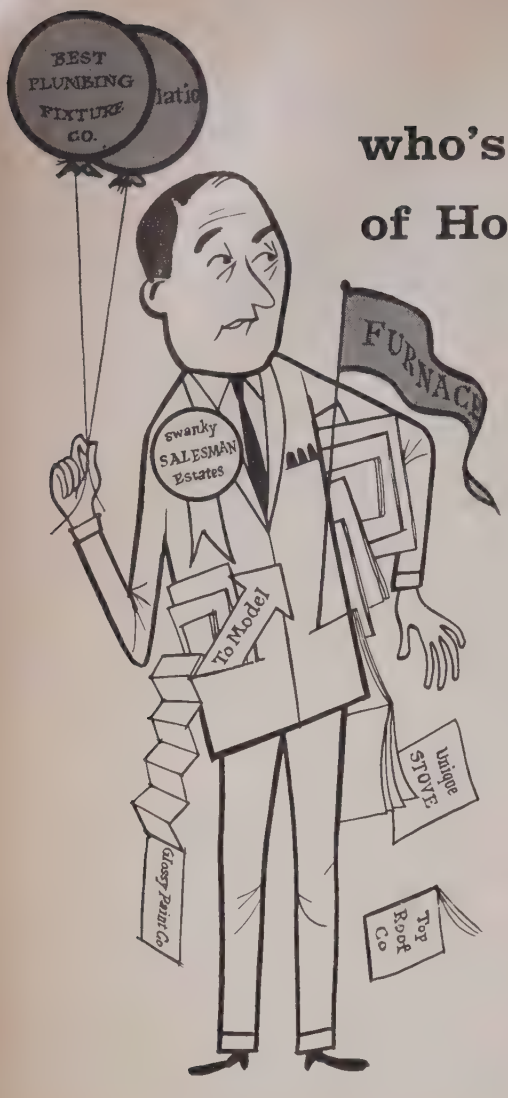
UNITED STATES PLYWOOD CORP.
55 West 44th St.
New York 36
Doors
Point of sales aids: indoor display cards.
Warranties: wall material is guaranteed for the life of building. Specimen guarantees for plywood walls and doors are also available.

VERTICAL BLINDS CORP. OF AMERICA
1936 Pontius Ave., W.
Los Angeles
Vertical blinds
Point of sales aids: indoor cards and posters; sample model standing frame; brochures; give-away folders and other literature.
Sales training aids: specification sheet; slides and viewer.
Services: color coordination and decorating advice by specialist available for model home opening.
Warranties: one-year guarantee. Servicing provided through local dealer on labor and materials for one year.
Demonstrations: hostess or sales personnel provided for model homes opening.

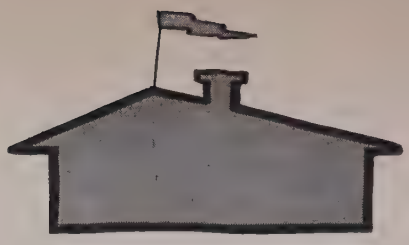
Electrical equipment & fixtures

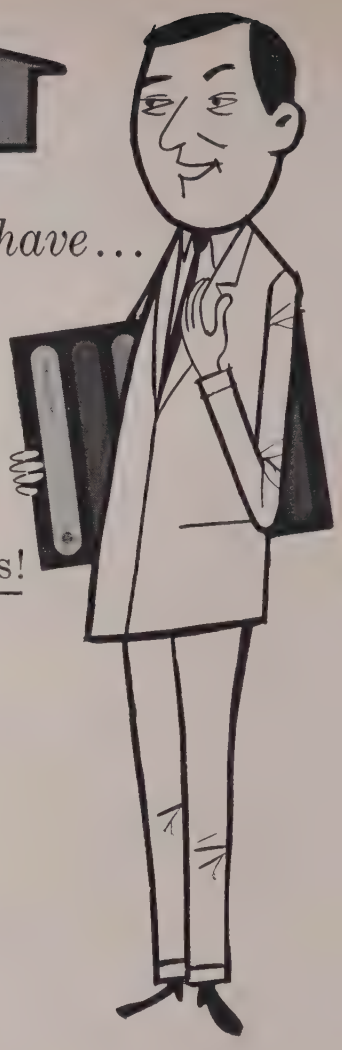
BARBER-COLMAN CO.*
Dept. NF72
Rockford, Ill
Radio controls
Point of sales aids: home demonstrator (mockup of automobile dashboard with radio control installed); outdoor identification sign; color brochures; warranties; consumer ad reprints for display or distribution.

continued on p. 326



who's ever heard of Home Facts?





smart builder merchandisers have...

They're in on the ground floor of the newest—the only—merchandising service of its kind in the country. Out of their needs has come the First nationwide service devoted solely to the merchandising of houses!

Now it is possible for you to get the kind of Merchandising YOU want and can afford

Flexible-tailored to YOUR specifications and selling ideas

Uniformly presented-all information is in one set of brochures and books

WITH A PROVEN SELLING RECORD...

compiled for you by a staff of experts whose only job is to build books for the ONE BUILDER IN TEN—large or small who believes in the power of smart merchandising.

These companies cut the cost, speed the delivery of your Home Facts promotion when you specify their products.

LIBBEY•OWENS•FORD GLASS CO., Thermopane
RHEEM MANUFACTURING CO., Water Heater
YALE AND TOWNE, Locksets
FORMICA CORPORATION, Counter Tops
STRUCTURAL CLAY PRODUCTS INSTITUTE, Brick
THATCHER FURNACE CO., Heating Equipment
RUBEROID COMPANY, Asbestos Shingles
RUBEROID COMPANY, Clapboard Siding
RUBEROID COMPANY, Asphalt Roofing
RUBEROID COMPANY, Lok-Tab Shingles
FLINTKOTE COMPANY, Roofing
FLINTKOTE COMPANY, Sheathing
FLINTKOTE COMPANY, Asbestos Siding
WALLPAPER COUNCIL, Wallpaper
GERBER PLUMBING FIXTURES CORP., Bathroom Fixtures
AMERICAN STANDARD, Bathrooms
AMERICAN STANDARD, Hot Water Heating
U. S. GYPSUM COMPANY, Sheetrock
U. S. GYPSUM COMPANY, Insulation
SCHLAGE LOCK COMPANY, Locksets
GENERAL ELECTRIC CO., Lamps (Bulbs)
CALORIC APPLIANCE CORP., Kitchen Range
N. J. ASSN. OF INSURANCE AGENTS, Insurance
OWENS•CORNING FIBERGLAS CORP., Insulation
GENERAL ELECTRIC CO., Warm Air Furnace
BRIGGS, Beautyware Bath Fixtures
SARGENT & CO., Locksets
U. S. PLYWOOD CORP., Interior Hardwood Plywood Paneling
PHILIP CAREY MFG. CO., Asphalt Roofing
PHILIP CAREY MFG. CO., Asbestos Cement Sidewall Shingles
PHILIP CAREY MFG. CO., Miami-Carey Bathroom Cabinets & Fans
DON ROBERTS ASSOCIATES INC., Eastern Distributors Vacu-Flow Built-In
NATIONAL GYPSUM CO., Gold Bond Gypsum Wallboard
NATIONAL GYPSUM CO., Gold Bond Rock Wool Insulation

OTHER PRODUCT PAGES AVAILABLE

HERE'S WHAT YOU CAN GET

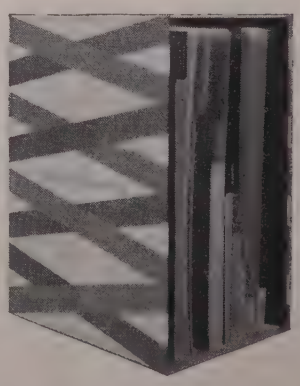
For your Home Prospects

A color brochure including all the information about your homes, project, community, prices plus Brand Name Pages YOU can choose from our large stock of material made available to YOU by Manufacturers in the industry.



For the Potential Home Owner

A colorful loose-leaf book containing an average of 100 pages, that sits in your model home . . . attracting and selling. A book that fills the urgent need of the new Home Owner for reassurance and complete information about the products he bought. Saves $$$ on reduced maintenance calls. Can be given as a "closing" gift.

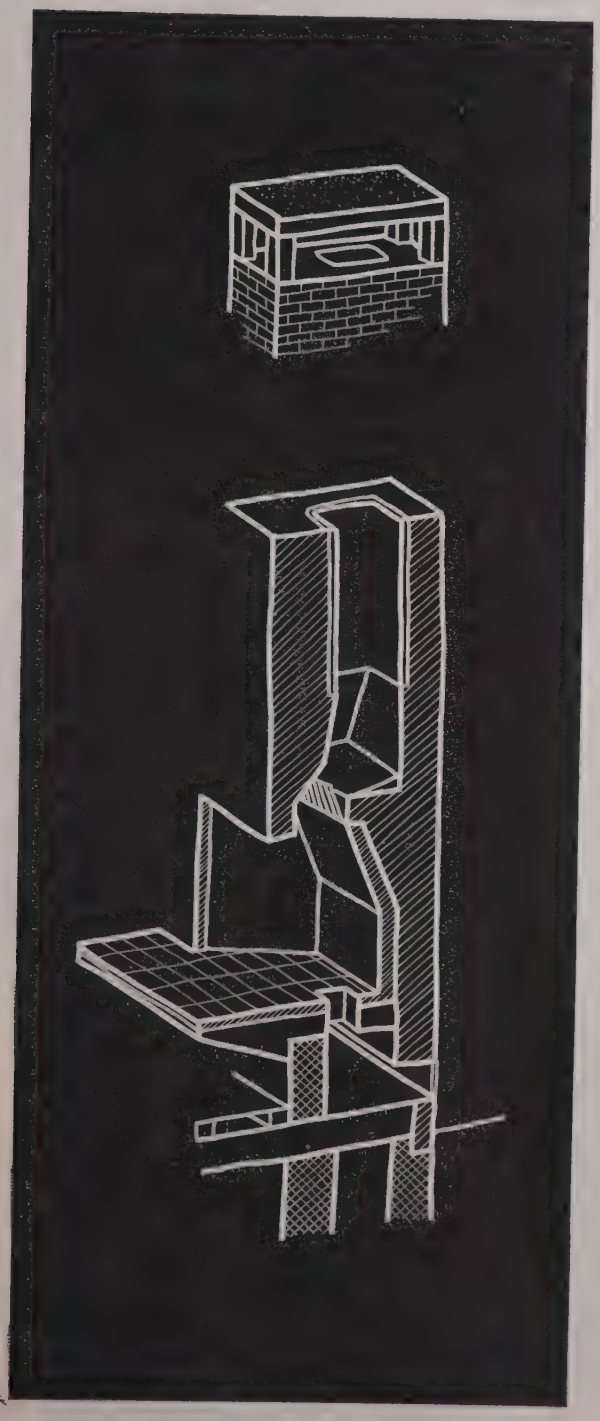


FOR COMPLETE INFORMATION WRITE TODAY TO HOME FACTS, INC. NEW CANAAN, CONN.

Be sure to see NEW WAYS

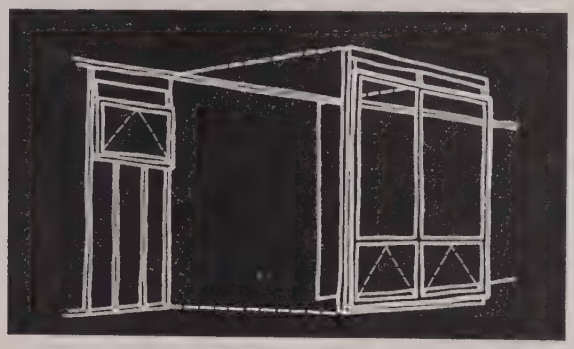
TO BUILD BETTER

A new editorial section on ideas, products and techniques



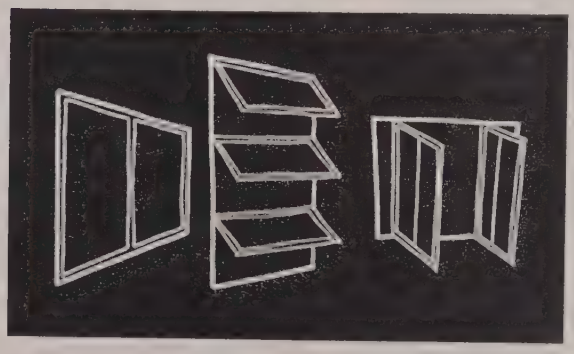
IT'S EASY TO BUILD A BETTER FIREPLACE

Simple rules, prefab fireplaces and components can save you from design errors. You'll find a round-up starting on **page 208.**



AT LAST, WINDOWS THAT MAKE A WALL

The newest in structural windows are complete with built-in header. You'll see them and their companion panels on **page 228.**



. . . AND WINDOWS THAT FIT THE MODULE

There are a lot of other new windows, nail-on, slip-in, and modular. They're introduced as new products starting on **page 236.**



THIS BUILDER ADVERTISES—NATIONALLY

National ads for retirement houses is the latest gimmick of one big builder. For news of what the leaders are doing see **page 298.**

••NEW WAYS TO BUILD BETTER••NEW WAYS TO BUILD BETTER••

PREWAY's great built-in Refrigerator-Freezer

easiest-to-install
fastest-to-install
lowest cost-to-install



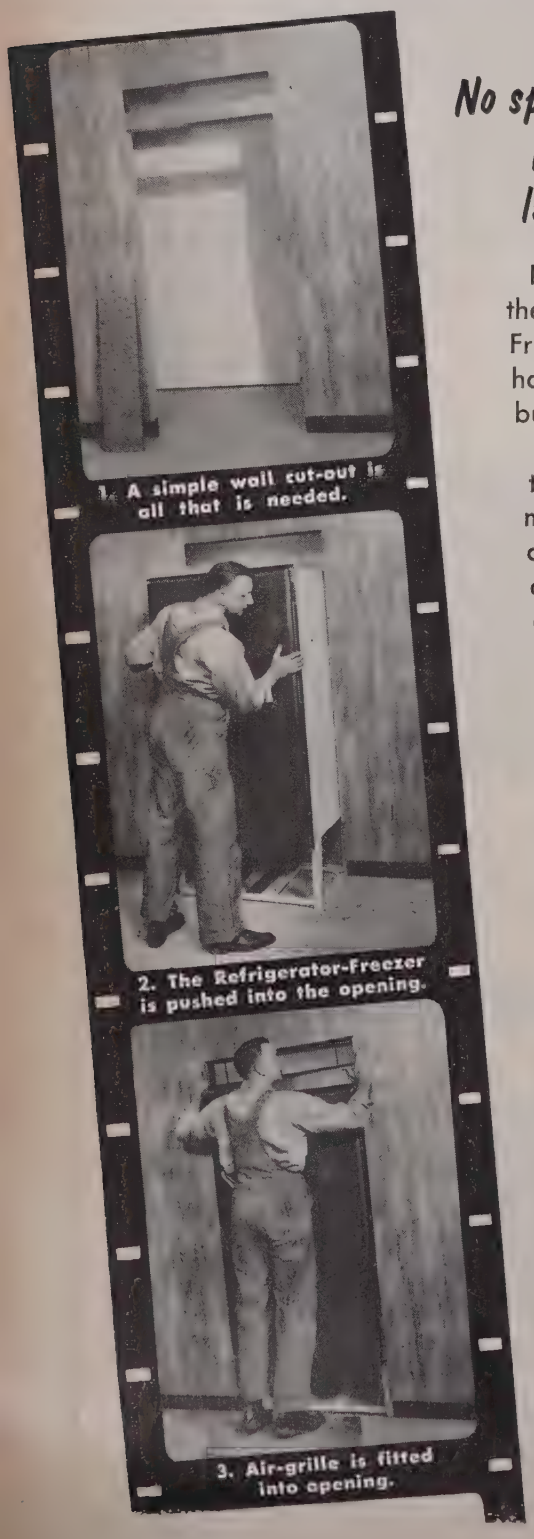
No Kits
No special framing
No extra
labor cost

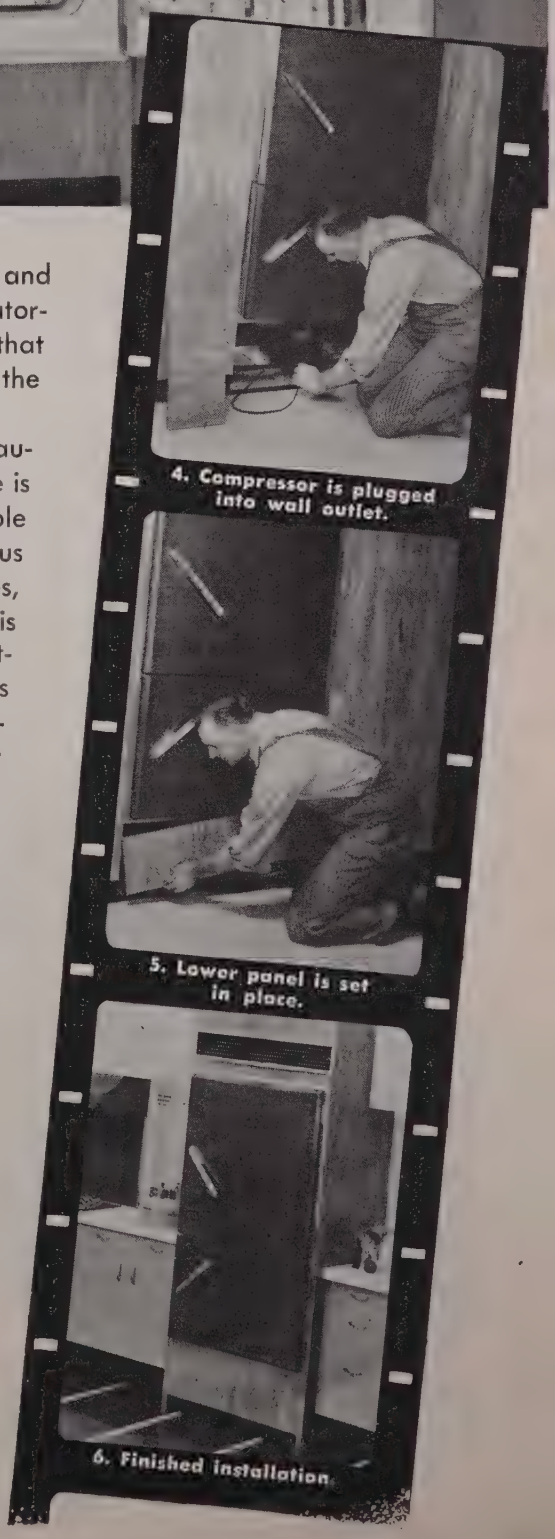
PREWAY provides the newest news — and the best news — in a built-in Refrigerator-Freezer — a 13 cubic foot all-in-one unit that has everything the housewife wants and the builder needs.

For the homemaker there's striking beauty in appearance, inside and out. There is more shelf room by far than comparable conventional refrigerators provide, plus all of the accessories in roll-out shelves, crisper drawers and the like. There is fully automatic operation — no defrosting is ever needed. The freezer holds 156 lbs. of frozen food — operates independently, for one compressor serves both units.

For the builder there is the most simple installation there can be. Made with a formed steel frame as a base, this PREWAY refrigerator-freezer just skids in place and plugs in. You see it demonstrated here.

You'll be glad to know, too, that this great all-in-one unit is available in coppertone, stainless steel and in a flat finish that takes any color beautifully. Complete information in a full color bulletin is yours for the asking.





PREWAY INC.

2457 Second St., N.
Wisconsin Rapids, Wis.

NEW MAN-MADE SUCCESSOR TO LUMBER

No grain to warp or twist

Fights paint blistering

Reversible weather drip edges

Primed . . . for quick finish painting

Easy to saw, easy to nail

No knots, splits or splintering

INSULITE PRIMED SIDING

Open this fold-out—read the whole story. ☞

NEW INSULITE PRIMED SIDING

New 12"
Wide Lap Siding
. . .
New 4' x 8' Panels
(plain and vertical grooved)



Goes on easier and faster!

SMART, BEAUTIFUL NEW SIDEWALLS WITH INSULITE PRIMED SIDING

. . . and you save the cost of one coat of paint!

No more paint blistering?



Wide-width Insulite Lap Siding, with 10¾″ exposure, goes beautifully with *any* style or design. Half inch thickness provides deep, beautiful shadow lines that accentuate the "long, low look" so popular in contemporary homes. Long lengths—8′, 12′ and 16′—mean less handling and waste. Vertical grooved panels on gable ends add a beautiful architectural touch. Grooved panels have shiplapped edges for concealed joints.



Board-and-batten design treatments made possible by Insulite Primed Siding in plain 4′ x 8′ panels are trim and handsome. Grooved panels, too, make strikingly distinctive sidewalls. Grooves are 7/16″ wide, spaced 8″ on center, and are fully prime coated for fast finish painting. Many other applications of Insulite Primed Siding include light commercial buildings, garage exteriors, porch ceilings, and soffits.

Builders, dealers, architects and home owners *all* get extra value and extra satisfaction with new Insulite Primed Siding.

Builders cut painting costs; handle uniform, straight pieces; speed up application; reduce waste; eliminate callbacks, repairs.

Dealers handle a clean, compact, packaged product . . . uniform, precision milled. No short lengths.

Architects have, in Insulite Primed Siding, a uniform, dependable, highly flexible material for a wide variety of residential and commercial designs.

Home Owners appreciate Insulite Primed Siding for its design value, durability, low maintenance cost, and resistance to paint blistering.

The sooner you can start planning with new Insulite Primed Siding, the greater your benefits will be. For the special information you want, mail the coupon at right . . . *today!*

In laboratory tests, in field tests . . .
Insulite Primed Siding has not blistered!



Flotation test apparatus used in our research laboratory measures the paint-blister-resistance of woods, hardboards, and Insulite Primed Siding. The sample in foreground is wood, painted two coats. The sample at back is Insulite Primed Siding, painted one coat. Both have been subjected to same moisture-forcing treatment. Notice how paint on one specimen has bubbled, blistered and completely failed while paint on Insulite Primed Siding shows no blistering or damage whatever.



Test homes at International Falls, Minnesota, built with Insulite Primed Siding, have now been weathered for three full years. Photo above shows exterior view taken this winter of typical home. Here, where winter temperatures reach 35° below, summer heat soars above 100°, there is today *no trace of paint blistering* on Insulite Primed Siding!

Here's what makes this siding revolutionary!

What it is: Insulite Primed Siding is a new wood fiber material, made on a new $1,500,000 machine. It is ½" thick, looks like wood, works like wood, yet has no structural nor surface grain. Comes in 8′, 12′ and 16′ lengths for lap siding, and 4′ x 8′ panels, plain or vertical grooved.

Five years of research, and laboratory and field testing, have insured the performance characteristics of Insulite Primed Siding.

Cuts painting costs. Insulite Primed Siding is prime coated on face, edges and ends; and back primed. Every piece is ready for quick finish painting on the job. Grooves in vertical panels are fully primed. Insulite Siding can be painted soon after wet weather.

- ***No knots—no splintering.*** Considerable waste and expense are eliminated because Insulite Primed Siding has no knots, will not split or splinter.
- ***Easy to saw—easy to work.*** With handsaw or power saw, Insulite Primed Siding cuts quick, clean. It nails like wood. Nails set easily.
- ***New wide widths.*** Twelve-inch wide siding—now difficult to obtain in lumber—creates stylish exteriors. All Insulite widths and lengths are *full measure.*
- ***Reversible weather drip edges.*** Both long edges of Insulite Lap Siding are precisely cut at an angle to make water drip straight down instead of flowing inward to the wall.

build better and save with

INSULITE

Insulite *Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota*

INSULITE IS A REGISTERED T.M., U. S. PAT. OFF.

Mail this coupon today

INSULITE HH-47
500 Investors Bldg.
Minneapolis 2, Minnesota

Please send literature and more detailed information about Insulite Primed Siding.

Name _____

Company Name _____

Address _____

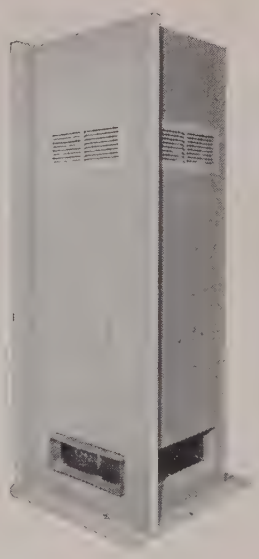
City _____ ***County*** _____ ***State*** _____

THE GREATEST SPACE AND COST SAVING **SUMMER-WINTER AIR**

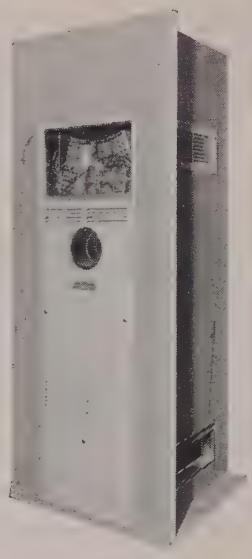
NEW! STEWART-WARNER



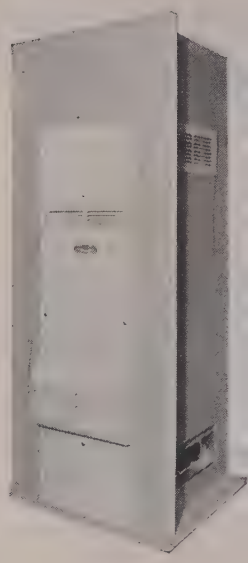
"MB" Conditioner built into closet with zero clearances on three sides, with lower side grille removed to show stub duct through wall. Gas models AGA approved; oil models, Underwriters' Laboratories approved.



Rear view of "MB"



Gas fired "MB" with Evaporator Coil



Oil fired "MB"

VERTICAL AND COUNTERFLOW... OIL AND GAS MODELS

For flush or conventional installation and ductless, stub-duct or conventional air distribution

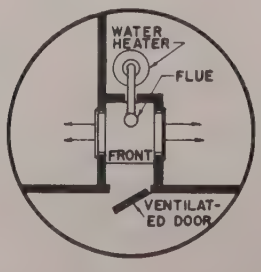
INSTALLS WITH ZERO *CLEARANCES!*

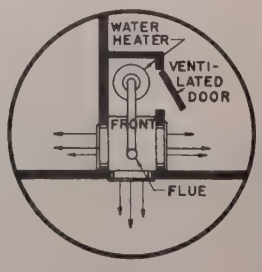
The "Modern Builder" is specifically designed to meet the heating-cooling problems of the building industry...amazingly versatile in application...constructed to meet every conceivable installing situation. The Stewart-Warner "MB" Model is a single heating-cooling unit which provides for summer air conditioning *at the time of installation* or at a *later date.*

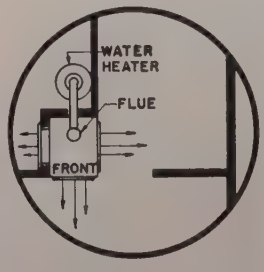
The builder can thus offer the *added sales feature* of summer cooling without the expense of extra boxes, cases or ducts. The same casing, blower, supply and return ducts are used for both heating and cooling. Floor space can be held to a minimum of 22″ x 27″. The Remote Condensing Unit is placed out of the living area and may be installed in any convenient location.

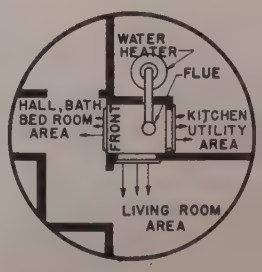
Here is really *simplified* summer-winter air conditioning! In every detail the "Modern Builder" meets the builder's requirements...cuts cost...installs easily with zero clearances.

Sections of floor plans with typical specifications









CONDITIONING EQUIPMENT EVER CONCEIVED FOR THE MODERN BUILDER!

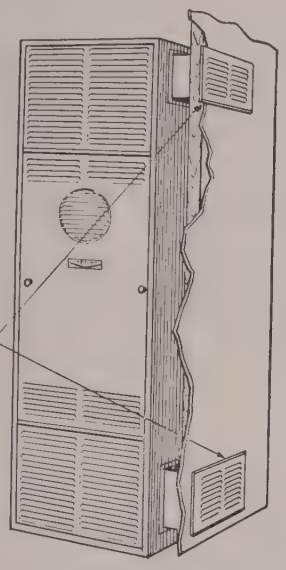
"MODERN BUILDER" UTTERLY DIFFERENT!

COMPLETE VERSATILITY OF AIR DISTRIBUTION

"MB" design permits innumerable variations in locating supply and return air ducts to suit all types of house construction. A few are shown below:

The "MB" furnace has seven removable duct cover plates, 2 on each side, 2 on rear and 1 on top. These seven register outlets can be used in a wide variety of supply or return air combinations.

"MB" shown installed with zero wall clearance on side and optional stub-duct through wall with register finish.

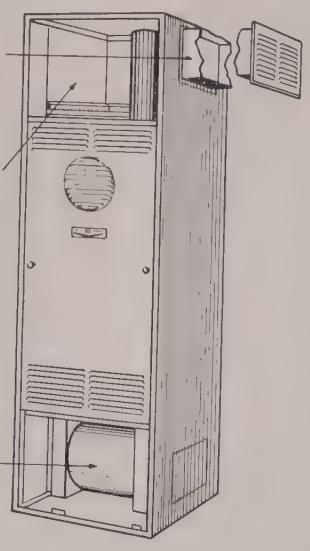


"MODERN BUILDER" shown with optional supply and return air register as used in flush installations.

Side and top outlets provide for supply or return air distribution.

Built-in Plenum chamber shown as used in installations without cooling. Cooling coil may be inserted at any time.

High capacity direct drive blower easily removable from the front.



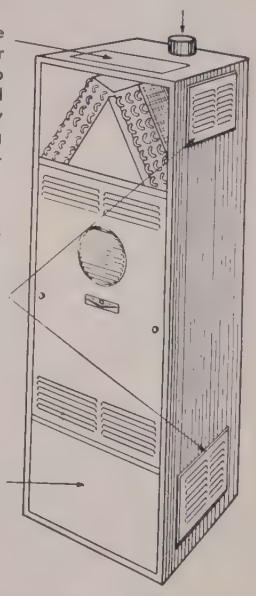
"MODERN BUILDER" warm air furnace shown without summer air cooling equipment.

Top rear flue take-off with front draft-diverter or barometric is exclusive S-W design—permits installation of air conditioning coil and zero wall clearances on 3 sides—permits flush installation.

Removable duct cover plate on top for overhead runs or hallway drop ceiling plenum installations.

Register faces can be attached on furnace casing in any of the 6 side openings for ductless installation.

Solid panels for top and bottom are standard. Optional louvered compartment panels for return and supply air.



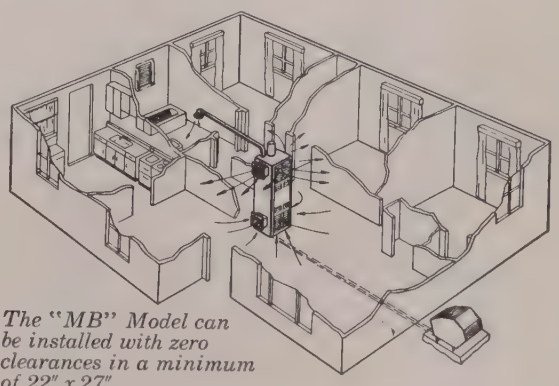
"MODERN BUILDER" vertical model shown with front panel removed and summer air conditioning evaporator coil in position.

HEATING FEATURES

- Zero clearances
- Economical duct work
- Built-in air conditioning plenum chamber
- Top flue take-off permits flush front installation
- Large capacity blower
- Attractive appearance
- Capacities: Gas—80,000 BTU input
  Oil —64,000 BTU output

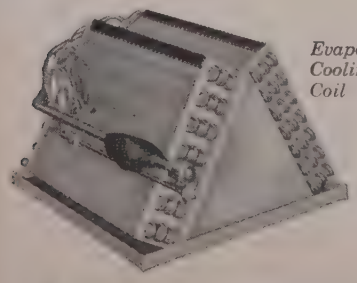
COOLING FEATURES

- High efficiency performance
- Quiet operation
- Built-in Evaporator Coil chamber
- Full accessibility
- 2 or 3 H.P.
- Remote air or water-cooled Condensing Unit

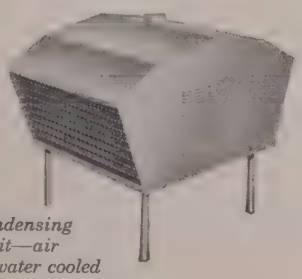


The "MB" Model can be installed with zero clearances in a minimum of 22" x 27"

INSTALL THIS COOLING EQUIPMENT ORIGINALLY OR AT A LATER DATE



Evaporator Cooling Coil



Condensing Unit—air or water cooled

Stewart-Warner Cooling Units are designed in full recognition of the need for simple, easily applied summer air conditioning. They conform in every way to the high standards which have made the name "Stewart-Warner" famous for efficiency and long-lived durability. The simplified method of installation saves labor and minimizes possibilities of error.



Stewart-Warner Winkler representatives cover the nation

STEWART SW WARNER

Write, phone or wire today for complete information

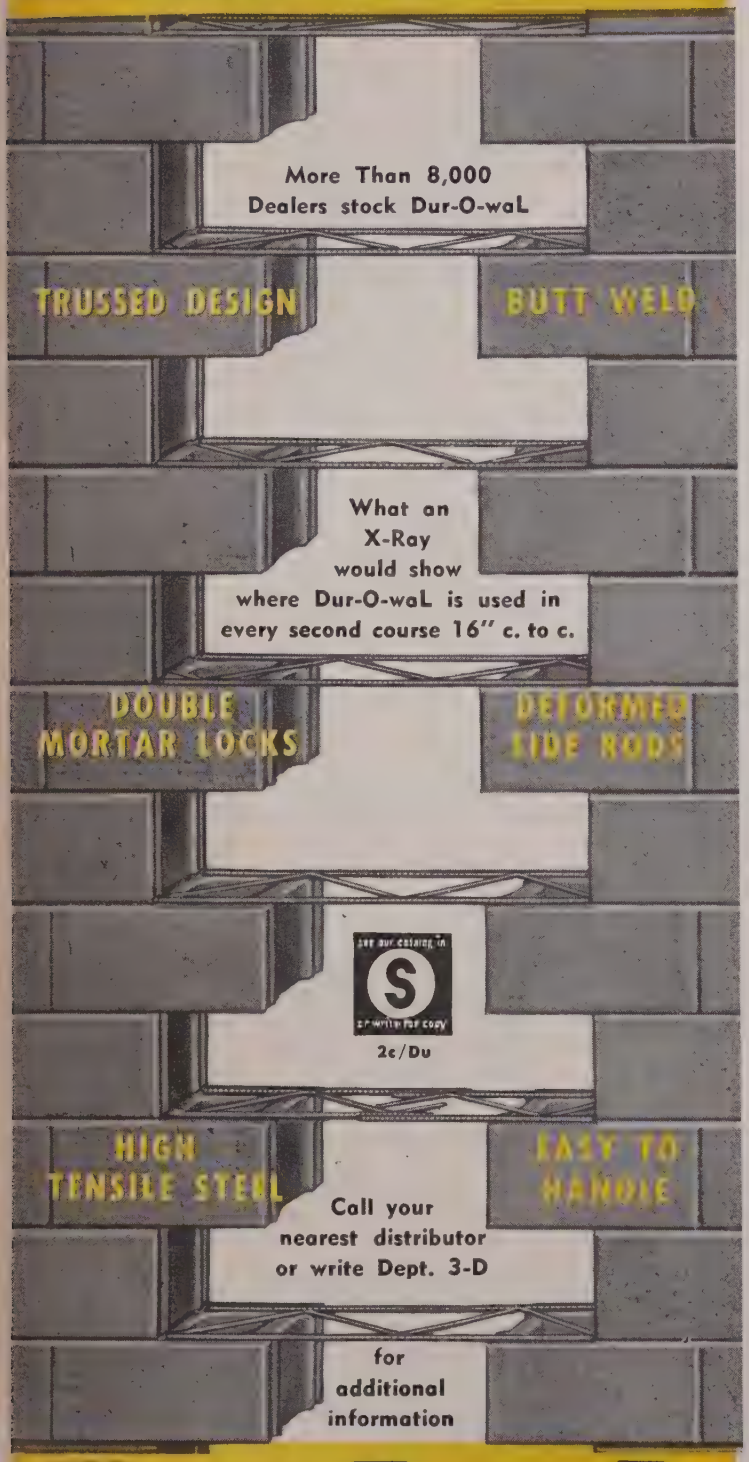
STEWART-WARNER CORPORATION

HEATING AND AIR CONDITIONING DIVISION • Dept. AW-47, Lebanon, Ind.

Butt-Weld • Trussed Design

DUR-O-WAL

Rigid Backbone of Steel
for EVERY Masonry Wall



DUR-O-WAL

Dur-O-waL Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-waL Prod., Inc., Box 628, SYRACUSE, N.Y. Dur-O-waL of Ill., 119 N. River St., AURORA, ILL. Dur-O-waL Products of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-waL Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. Dur-O-waL Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-waL, Inc., 165 Utah St., TOLEDO, OHIO

Big "extra" for your homes at low cost



New *Recessed* Kleenex Cabinet

Here's the newest way to add attraction to your kitchens and bathrooms. These new Kleenex* tissue dispensers fit into a wall recess, measure 2⅛" by 5" by 11". Their mirror-chrome finish helps give kitchens and bathrooms a smart, modern look. Each dispenser holds a full box of Kleenex 200's, serves the tissues one at a time. Holes in back make it easy to fasten cabinets to studdings.

MAIL THIS COUPON NOW!

Kimberly-Clark Corporation
Cellucotton Division, Dept. HH-47
Neenah, Wisconsin

Please send me complete information about the new recessed Kleenex cabinet.

NAME_____

ADDRESS_____

CITY_____ STATE_____

*T. M. REG. U. S. PAT. OFF.

How CONCRETE REINFORCEMENT can help you sell homes

Home buyers, today, are looking for extra beauty and value in a home. And concrete reinforced with welded wire fabric is beauty and value they can *see*. Clean, beautiful, *permanent* reinforced concrete is one of the lowest-cost ways you can choose to improve the quality and sales appeal of your homes.

For the average home, welded wire fabric reinforcement costs only about $35, which adds less than 1¢ a day to the cost of the average mortgage; yet it increases the durability of the concrete by 30%. This extra strength and extra life provided by American Welded Wire Fabric increases the property value of the home and *keeps* it high. Remember, this additional value cannot be added after the home is completed!

The question will be asked, "Is it reinforced," because the benefits of *reinforced* concrete are being merchandised to prospective home buyers. National advertising is telling them where and why they should look for reinforcement. Local merchandising aids help *you* to tie-in with this effort . . . to use this national advertising as an important additional sales tool in promoting your homes.

Turn the page for more information.



AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL, GENERAL OFFICES: CLEVELAND, OHIO
COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO, PACIFIC COAST DISTRIBUTORS
TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA., SOUTHERN DISTRIBUTORS
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

USS American Welded Wire Fabric

How to use reinforced to better your homes

MAKE THEM LOOK BIGGER WITH REINFORCED CONCRETE

A carport added to the basic roof line will make your homes look bigger, will provide the easiest and least expensive car storage and, in addition, will serve as a shaded patio or play area. Build in storage units on the back wall, and you can offer what every home owner needs, but seldom gets—outdoor storage for garden tools, and toys. Be sure, however, that the floor and the driveway are built with concrete that is reinforced with welded wire fabric, if you want them to last.



LANDSCAPE THEM WITH REINFORCED CONCRETE

Nothing so enhances a new home as landscaping. If you plan to landscape your homes, take a tip from outstanding landscape architects and use reinforced concrete liberally. Use it for garden walks, for garden patios, for planting boxes, for retaining walls. Always, wherever you use concrete, reinforce it with welded wire fabric. It costs only a fraction as much as the concrete itself . . . actually reduces the amount of concrete you need . . . adds years and years of extra service and beauty to the structures.



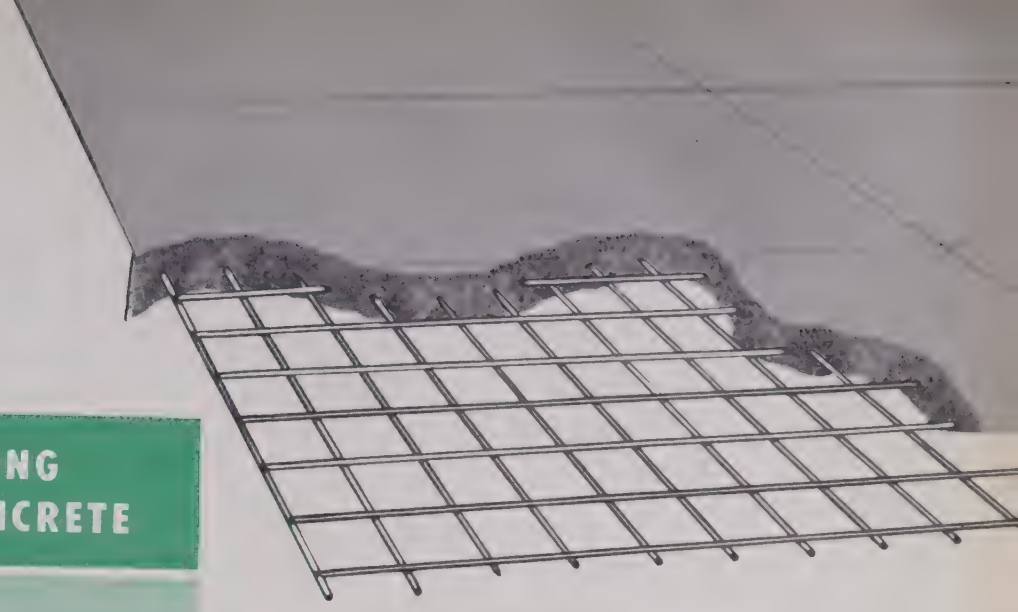
AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL, GENERAL OFFICES: CLEVELAND, OHIO

COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO, PACIFIC COAST DISTRIBUTORS
TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA., SOUTHERN DISTRIBUTORS
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

USS American Welded Wire Fabric

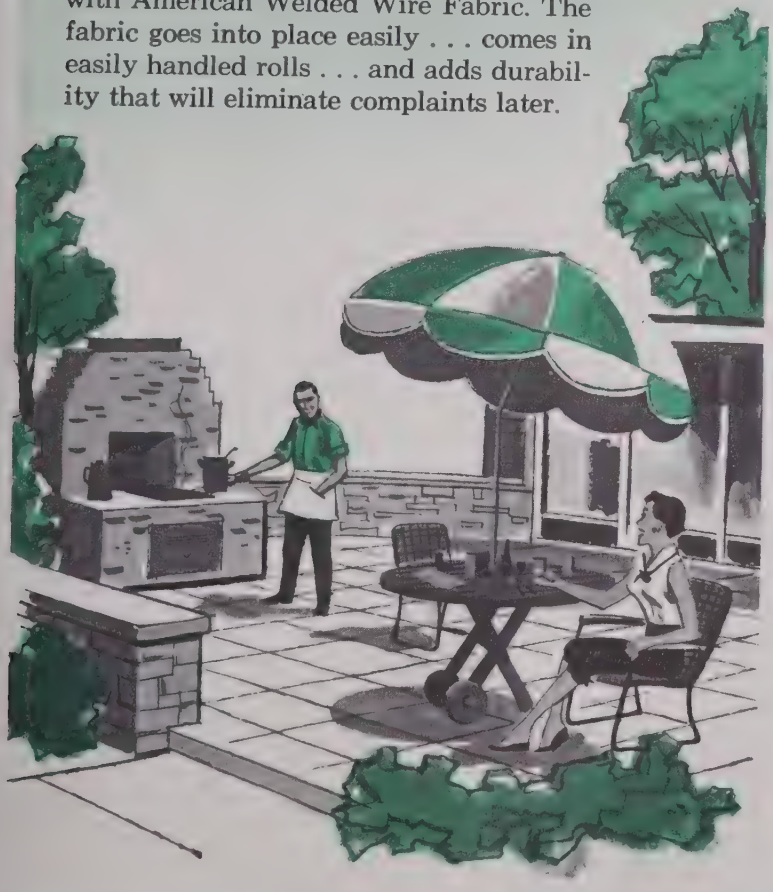
USS

concrete in 1957

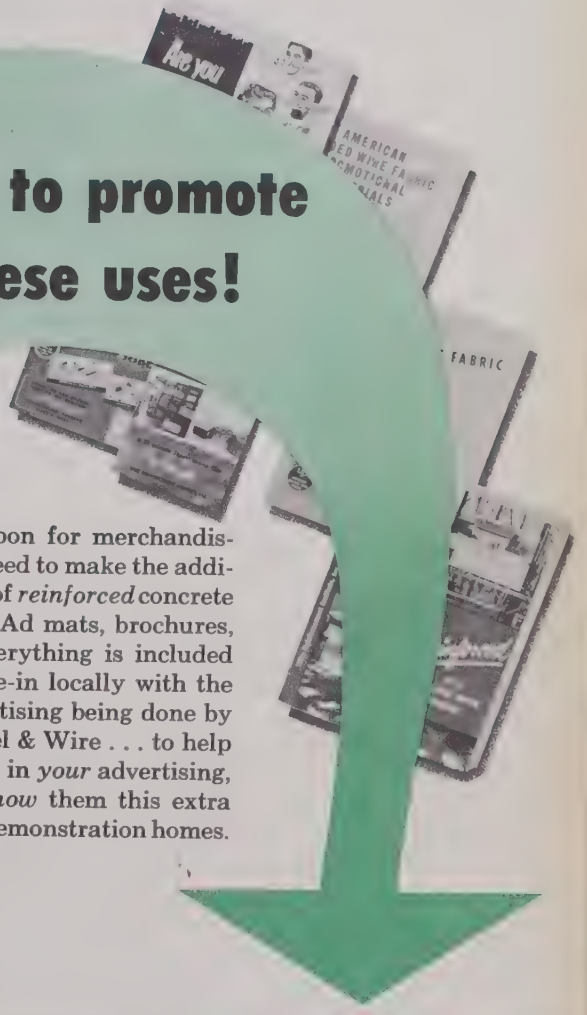


ADD OUTDOOR LIVING WITH REINFORCED CONCRETE

If a new home doesn't have a patio or terrace, that feature will be one of the first projects of the new home owner. You can give your home extra sales appeal if you add it for him. It costs little, if you make your patio of concrete reinforced with American Welded Wire Fabric. The fabric goes into place easily . . . comes in easily handled rolls . . . and adds durability that will eliminate complaints later.



How to promote these uses!



Send the coupon for merchandising aids you need to make the additional quality of *reinforced* concrete a selling tool. Ad mats, brochures, handouts – everything is included to help you tie-in locally with the national advertising being done by American Steel & Wire . . . to help you tell people in *your* advertising, to help you *show* them this extra value in your demonstration homes.

REMEMBER BUYERS WILL ASK

"is it Reinforced"

Be ready for the question! Send the coupon today! This is one promotion that can start working for you *right now* . . . it can help you sell *This Year!*

American Steel & Wire
Dept. 4D-47, Rockefeller Building
Cleveland 13, Ohio

Rush a free merchandising kit that will help me to use wire fabric reinforcement as an additional selling weapon for my homes.

NAME .....

FIRM .....

ADDRESS .....

CITY .....

STATE .....

HERE'S ONE ITEM

THE HOME OWNER

CAN'T ADD LATER!



30% MORE STRENGTH IN CONCRETE!

Only the builder can add 30% additional strength to the concrete he installs in and around a home. Because only welded wire fabric reinforcement will give this extra strength—and it must be added when the concrete is poured.



AT VERY LOW COST!

This 30% extra strength and extra durability actually cost less than 10% of the cost of the concrete—only about $35 for the average house. It adds less than 1¢ a day to the cost of the average mortgage. This small investment adds years of service to the concrete . . . makes the concrete and the home it graces a higher-quality job . . . increases the value of the entire property.

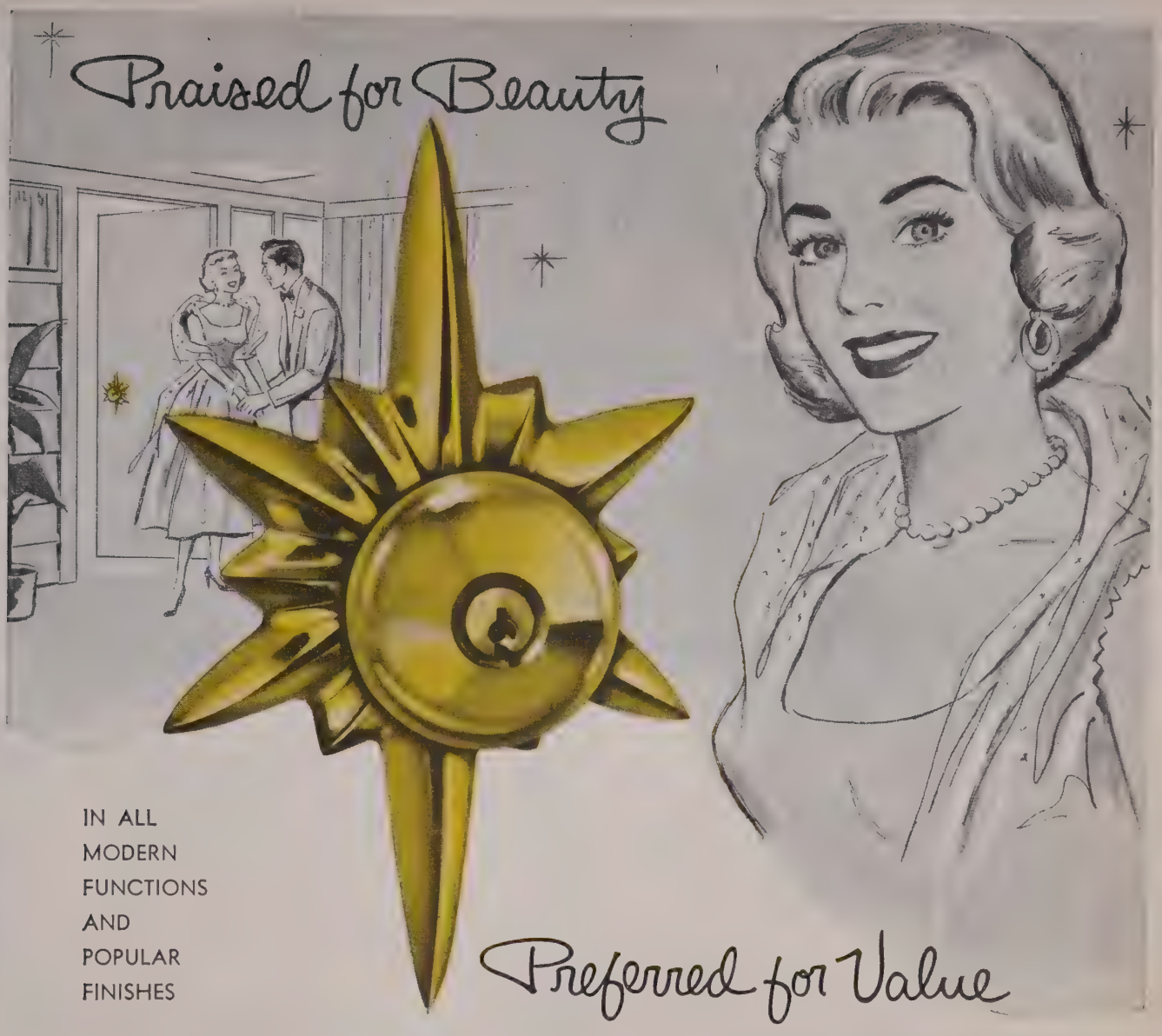


HELPS YOU SELL HOMES!

Merchandise quality construction using welded wire fabric. Play up the important role of wire fabric in your concrete . . . point out to buyers that this is extra value that can never be added later—it has to be done now! Let wire fabric reinforcement help you to sell!

REMEMBER BUYERS WILL ASK "is it Reinforced"

USS



IN ALL
MODERN
FUNCTIONS
AND
POPULAR
FINISHES

NATIONAL LOCKset® . . . first choice of the discriminating builder and buyer alike. Whether eye-pleasing beauty, precision engineering or ease of installation is the distinguishing factor, you're sure to select NATIONAL LOCKset as America's Outstanding Lockset Value. And why not? NATIONAL LOCKset costs but a few pennies more than the cheapest, and dollars less than the highest priced lockset on the market. Send for Catalog No. 400 describing the complete lockset line and installation tools.

Specify it with confidence . . . Install it with pride

NATIONAL LOCK COMPANY

ROCKFORD, ILLINOIS • MERCHANT SALES DIVISION

THERE IS A DIFFERENCE IN ALUMINUM WINDOWS



PENCO ALUMINUM WINDOWS GIVE YOU MORE

Heavier, stronger and more rigid — up to 3 lbs. more aluminum per window. Proven by independent laboratory testing, there is less air infiltration due to Penco's engineered system of weather-stripping . . . which features double contact stainless steel stripping at jambs and extruded vinyls at sill, meeting rail and head rails. These fine windows give you ease of installation, permanency, and absolute minimum maintenance. More handsome, too . . . with concealed balances and neoprene glazing bead providing clean shadow lines against the precision cut aluminum framing. It costs less to buy the best. Information on request.

DOUBLE HUNG SINGLE HUNG AND HORIZONTAL SLIDING WINDOWS

PENCO

PENWOOD CORPORATION
P. O. BOX 2428 DALLAS, TEXAS

Exterior View

PENCO WINDOWS ARE AVAILABLE AT:

Haskell-Thomas, Inc.
Phoenix, Arizona

Anco Window Sales of Arkansas
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Fletcher Enterprises, Inc.
Arvada, Colorado

Lawrence Concrete Products
Winfield, Kansas

Anco Window Sales of Shreveport
Shreveport, La.

Key Insulation & Window Co.
San Angelo, Texas

Moore Steel, Inc.
New Orleans, La. & Baton Rouge, La.

Hill Lumber & Supply Co.
Monroe, La.

Empirehouse Aluminum Co.
Minneapolis, Minn.

Janss Lumber Co.
Springfield, Missouri

Southwest Sales & Supply Co.
St. Louis, Missouri

Braeckel's, Inc.
Joplin, Missouri

Rio Grande Steel Products Co.
Albuquerque, New Mexico

Anco Window Sales of South Texas
Corpus Christi, Texas

Frank Benson Co.
San Antonio, Texas

El Paso Plate Glass & Material Co.
El Paso, Texas

National Building Specialties Co.
Beaumont, Texas

Von Supply Co.
Austin, Texas

Wilson Building Products Co.
Houston, Texas

S & H Builders Supply
Fort Worth, Texas

Tyler Mirror & Glass
Tyler, Texas

McAlister Materials, Inc.
Oklahoma City, Oklahoma

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2 NEW COST REDUCERS

from Air King

1. FOR BATHROOMS...

COMBINATION VENTILATING FAN AND LIGHT

Can Also Be Used In Small Kitchens

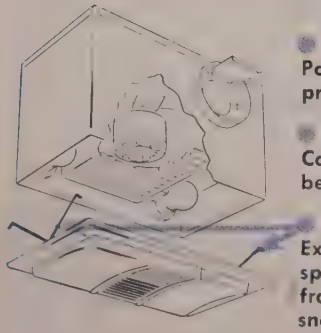


Powerful, Quiet 6" Pressure Blower Blade and Two 60 Watt Bulbs . . . remove odors and moisture—circulate fresh air—provide ideal illumination.

Fully Guaranteed For 5 Years.

Save with this single combination unit that costs less to buy—costs less to install! Sparkling triple-plated chrome frame and grill incorporate handsomely styled concave glass diffuser lenses. Entire unit fits between ceiling joists for vertical or horizontal exhaust.

Model BF6L. 175 CFM. Only $37.00



- **Powerful moisture proof motor**
- **Can be wired from below—or above**
- **Exclusive wire springs permit frame and grill to snap out and hang out of way for easy cleaning, help eliminate vibration when fan is in use.**

2. FOR KITCHENS...



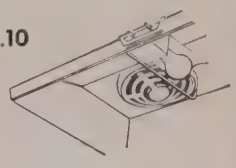
PAT. PEND.

PRE-WIRED—PRE-ASSEMBLED VENTILATING RANGE HOOD-FAN-LIGHT

with single speed push button control of fan and light

One ventilating range hood with the convenience of push button control and the time saving advantages of a pre-wired light and fan. Just bring wiring to outlet box and it's done—cuts costly man hours way down! Hoods have graceful extra depth design and rich Coppertone finish. 1 year guarantee. Available in 30"-36"-42" sizes with left and center openings standard. Also matching splash plates.

Model "BN" Series as low as $46.10



- *Equipped With our Powerful TC8 Fan —Guaranteed for 5 years*
- Pressure type blade
- Motor and blade completely removable for easy cleaning
- Washable aluminum grill filter included
- Grill removes without tools

write for complete catalog

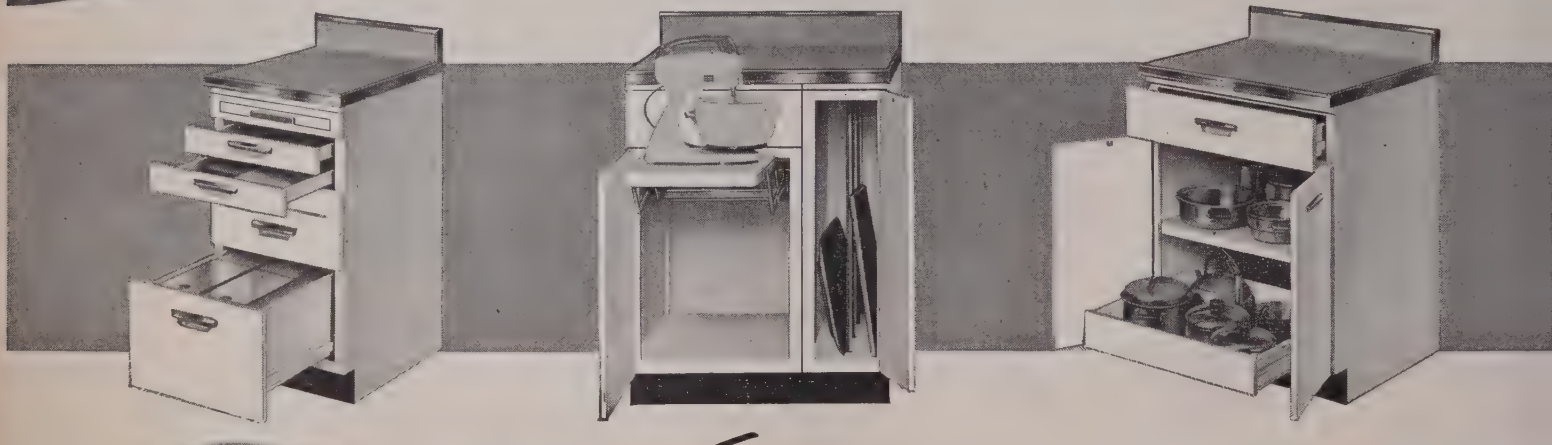
BERNS AIR KING CORPORATION • 3050 North Rockwell St., Chicago 18, Illinois

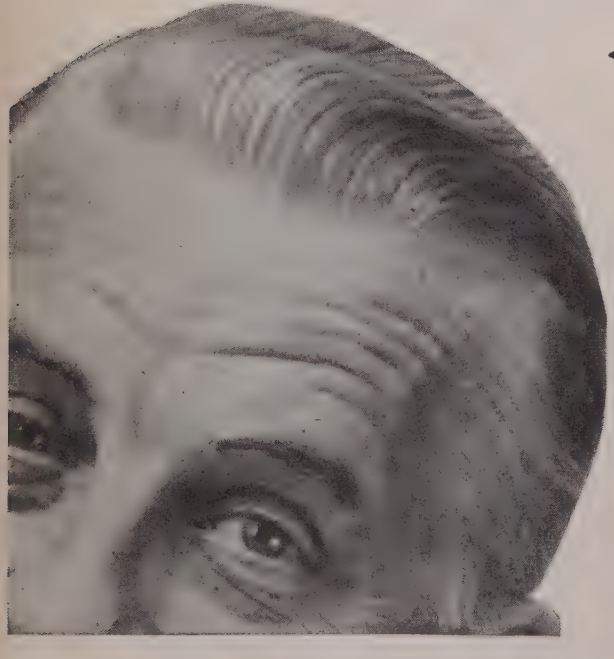


The lady raves

ABOUT FEATURES THAT CATER TO HER KITCHEN NEEDS

Kitchens sell homes, and today it takes an unusually well-planned kitchen, because prospective home owners demand modern convenience in this all-important room. *Convenience* is the keynote in Republic Steel Kitchens. Illustrated here are just a few of the many features that can lift your kitchen out of the ordinary class . . . offer important time and energy saving benefits to the lady of the house. Cabinets for built-ins, tray, peninsula and Lazy Susan cabinets, plus many others, all come as stock units in the Republic line.





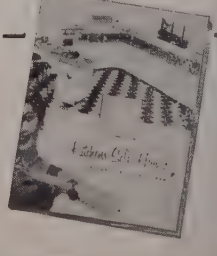
The builder saves

WITH REPUBLIC'S WIDE CHOICE OF STOCK UNITS

Stock cabinets, fully fabricated, in a wide range of sizes and styles, make modular planning and installation easy. Republic's stock oven and range cabinets will accommodate the brands of built-ins you prefer. A stock line of accessories, designed for Republic units, can give even a minimum kitchen the "custom look". Get the complete story on economical, mine-to-market Republic Steel Kitchens from your distributor, or use the coupon.

REPUBLIC STEEL
Kitchens

WHITE • PINK • TURQUOISE • YELLOW
at no extra cost



REPUBLIC STEEL KITCHENS • BUILDER SALES
1028 BELDEN AVENUE, CANTON 5, OHIO

☐ Send my free copy of "KITCHENS SELL HOMES".
☐ Have my nearby Republic Steel Kitchens distributor call.

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C-2925

for **FASTER, EASIER HOME SALES**

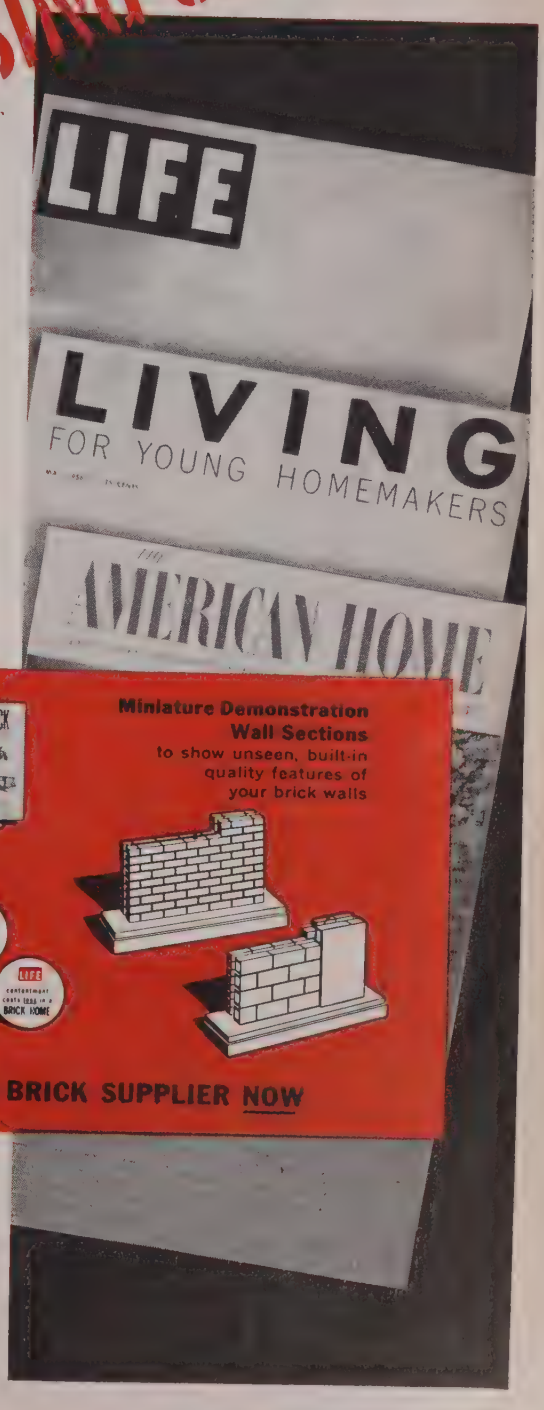
FREE SALES SUPPORT—

when you tie-in with the

1957 BRICK ADVERTISING CAMPAIGN

Reaching your prospects over 62,250,000 times in national magazines like LIFE, LIVING for Young Homemakers, AMERICAN HOME





You know what surveys show, year-in year-out . . . homebuyers want *brick* 2 to 1 over a second choice. They like the beautiful texture and color, freedom from maintenance, sturdy construction, fire-safety, and all-weather security. So *build with brick* for prestige and fastest sales at sound profit margins. *Tie-in* with brick's advertising program. *Use all* of the tested merchandising aids *obtainable from your brick supplier.*

For additional information write to —

Structural Clay Products Institute

1520 18th Street, N. W., Washington 6, D. C.

LOOK FOR THIS EMBLEM

BRICK your best buy for building STRUCTURAL TILE

Reg. T.M., SCPI

Displayed by brick suppliers who co-operate in this national campaign that brings these merchandising helps to you.

For the latest in SALES-MAKING IDEAS



*Reg. U.S. Pat. Off.

BELL & GOSSETT COMPANY

Dept. ET-10, Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong, Ltd., 1400 O'Connor Drive, W. Toronto, Canada

send for this booklet...the complete story of the

B & G *Hydro-Flo** SYSTEM

FOR HEATING AND COOLING WITH WATER



The B & G Booster

Engineered for compactness, *silent* operation and years of service, this electric pump circulates water for heating the house in winter, cooling it in summer and for snow melting panels. The B & G Booster has a solid reputation for dependability...*that's why over 2,000,000 have been sold to date!*

Here is the feature which lifts your homes out of the commonplace class....adds value far beyond the actual cost. No other type of system can offer so many possibilities for more comfortable, more convenient living.

The B & G *Hydro-Flo* System employs *circulated water* to provide the advantages only water can give. It can be installed initially as a forced hot water heating system, with all the benefits of controlled *radiant* warmth, plus a year'round supply of low-cost hot faucet water. It can be inexpensively zoned to permit different temperatures in different parts of the house.

Other *Hydro-Flo* features can be included, either when building or at any time thereafter. Summer cooling, for example, using chilled water in a choice of several ways. Or snow melting pipe coils under driveway and sidewalk, using the regular boiler to supply heat.

All the facts are given in a new color-illustrated booklet. Send for your copy—see why more and more builders are turning to the B & G *Hydro-Flo* system.



In this home development, 300 homes were sold over one week-end. Not the least of the factors which influenced this rapid sale is the fact that these homes are equipped with baseboard forced hot water systems using B & G *Hydro-Flo* equipment.



This modest home is heated with a B & G *Hydro-Flo* System, with baseboard panels as the heat distributors. Note the sign—the builder is capitalizing on the sales-making appeal of controlled radiant heating, plus a year 'round supply of hot faucet water.



Typical space-saving B&G *Hydro-Flo* System heating plant. The boiler has a built-in water heater.

ONLY WATER OFFERS *ALL FIVE!*

Heating • Cooling • Hot Faucet Water
• Snow Melting • Zoning

BELL & GOSSETT COMPANY, Dept. ET-10, Morton Grove, Illinois
Please send your free booklet on the B&G Hydro-Flo System.

NAME_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

BUILDERS, ATTENTION!

PUT MORE SELL IN YOUR CONSTRUCTIONS with P-S EMBOSSED PLYWOODS

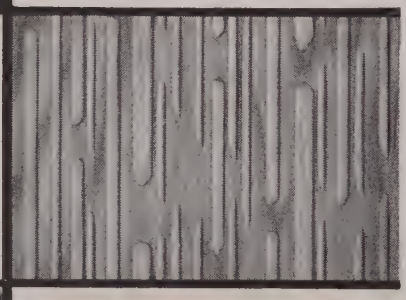


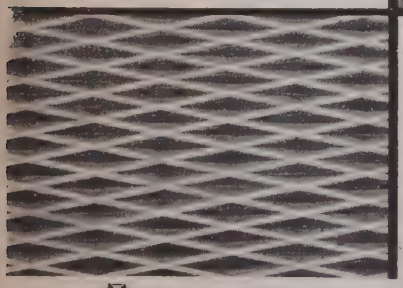
SHAN-TONG

Shan-Tong embossed plywood adds richness wherever used. The pattern is embossed on quality plywood under extreme heat and pressure, giving a 3rd dimensional effect with an extremely hard and scratch-resistant surface.

KASCADE

This pattern was created to fill the need for a "New Look" in interior paneling. It is a quality, economical, specialty plywood with a patterned surface that has gained nation-wide popularity in new decorative styles.





SKETCHWOOD

The diamond shaped, 3rd dimensional design of Sketchwood was developed to provide designers and decorators with a paneling that captures the soft movements of light and shadow. Large demand for furniture and cabinet construction as well as for wall paneling.

ONE CALL for ALL LUMBER PLYWOOD MOULDINGS PARTICLE BOARD

PHONE Osborne 9-8781

PLYWOOD SERVICE

TWX RS-54-U

DILLARD, OREGON

SEND COUPON NOW!

Free! COLOR BROCHURES

PLYWOOD SERVICE, INC
P. O. Box 78, Dept. HH, Dillard, Oregon

Please Rush ☐

Gentlemen:

☐ Please send me your FREE color brochures on P.S. EMBOSSED plywoods.

☐ Please send me literature on all of your products and your exclusive "One Call for All" sales service.

Name _____ Title _____

☐ Builder ☐ Architect ☐ Jobber ☐ Dealer ☐ Other

Organization _____

Address _____

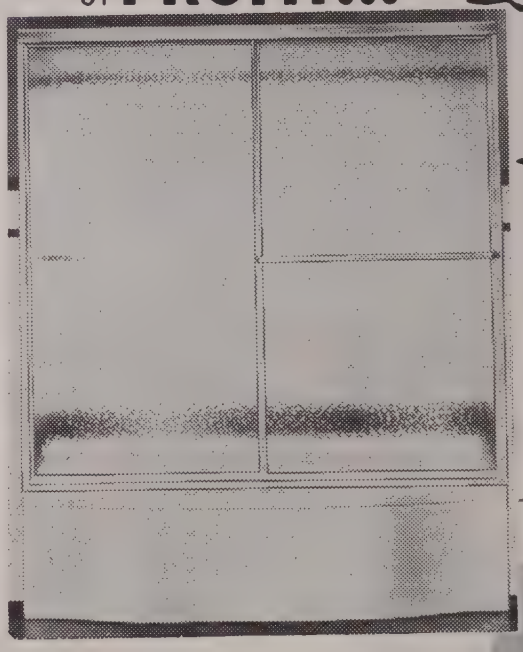
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ShoweRite®

PRODUCTS continually gives you the BIGGEST margin of PROFIT...





STANDARD BATHTUB ENCLOSURE

For 4-4½' or 5' Tub,

Suggested Retail Price

$69.95

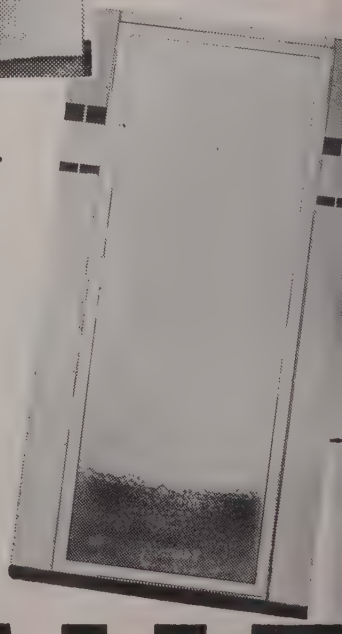
Guaranteed by Good Housekeeping

STANDARD SHOWER DOORS

24" to 26" wide
height 64"

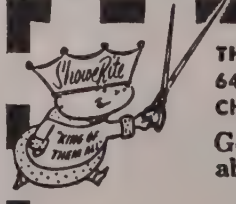
Suggested Retail Price

$39.95





send for FREE catalogue



THEODORE EFRON MFG. CO.
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Chicago 21, Illinois

Dept. HH457

Gentlemen: Please rush me information about ShoweRite products.

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Interior designs by John and Earline Brice.

Give any interior this fresh new beauty

BEGIN WITH A BEAUTIFUL BACKGROUND

of plastic wall tile

MADE OF STYRON A DOW PLASTIC

"Begin with a beautiful background of plastic wall tile." This is the theme for the big '57 Dow advertising and promotion program for dealer-guaranteed plastic wall tile made of Styron®. Dramatic interiors like this delightful "checker" laundry area will be featured in full-color national magazine advertising and in exciting promotion material.

Play up Styron plastic wall tile in your homes in any price range. Make the most of its extensive color range and versatile shapes . . . its unlimited decorating possibilities. Above all, stress its *guaranteed quality*. Your certified dealer can help you create new buyer preference with dealer-guaranteed plastic wall tile made of Styron. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Department PL1553Q.



IDEA! Make a focal point of stripes in Styron plastic tile to underscore modern kitchens.

YOU CAN DEPEND ON DOW



New office building of The W. T. Rawleigh Co., Freeport, Ill. Exterior: stainless steel and marble. Interior: painted with latex paints.

Why latex paints were singled out for Rawleigh Building



Latex paints were chosen for the Rawleigh Building because of ease of application, excellent coverage, durability and pleasing effect. You'll agree, those are four mighty good reasons!

More and more leading architects are specifying these truly modern paints. The wide color selection and long-lasting finish help assure satisfied clients.

You, too, will be ahead by specifying *latex* paints. See your supplier. Or write THE DOW CHEMICAL COMPANY, Midland, Michigan — Plastics Sales Department PL1833Q.

LATEX T.M.

YOU CAN DEPEND ON DOW

AZROCK®

CORK TERRAZZO TONES

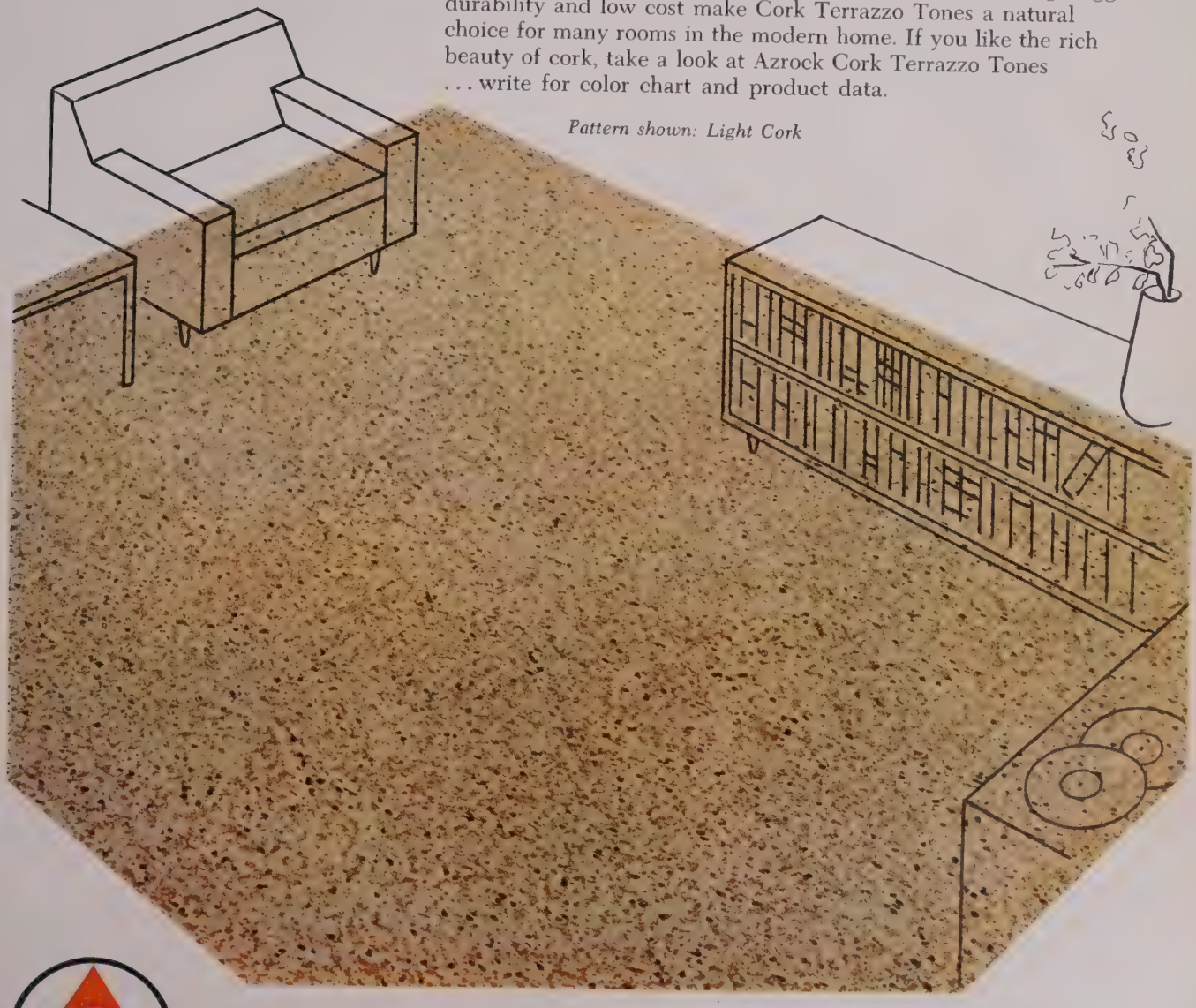
floors that look like cork . .

cost like asphalt tile

CORK TERRAZZO TONES come in the three most popular shades of actual cork flooring, light, medium and dark. Installed separately or in pattern with each other, these three shades make possible warm, beautiful floors in authentic cork tones.

This luxurious-looking asphalt tile can be quickly and safely installed on concrete slabs on or below grade. Easy cleaning, rugged durability and low cost make Cork Terrazzo Tones a natural choice for many rooms in the modern home. If you like the rich beauty of cork, take a look at Azrock Cork Terrazzo Tones . . . write for color chart and product data.

Pattern shown: Light Cork



AZROCK FLOORING PRODUCTS

AZROCK PRODUCTS DIVISION • UVALDE ROCK ASPHALT CO.

552A Frost Bank Building • San Antonio, Texas • *Makers of* Vina-Lux • Azrock • Duraco • Azphlex



New General Electric "Straight-
built-in kitchens without

Your G-E distributor can give you so much help—from plans right through to sale!



Help in planning! General Electric's Custom Kitchen-Laundry Design Service will help you in designing kitchens, improving layouts.



Help in color styling! A General Electric Distributor builder specialist works with you on appliance deliveries, installation, even on color coordination.



Help in publicity! General Electric Model Home Program gives you advertising, publicity, merchandising help based on hundreds of success stories.



Help in selling! You get on-the-spot demonstrations of your General Electric Kitchens by experts—everything you need for sales action!

Send this now!

GENERAL ELECTRIC COMPANY, HOME BUREAU
Appliance Park, Louisville 1, Kentucky

Yes! Send me by return mail General Electric's free builder handbook containing complete information on the new General Electric "Straight-Line" Design Kitchens.

NAME.....
(PLEASE PRINT)
STREET ADDRESS.....
CITY.....**STATE**.....

PUB. NO. B24-0386 HH5



Line" Appliances give you the look of built-in expenses!

No rounded corners! No bulging sides! Every appliance fits *flush.*

That kitchen in the picture looks every inch a built-in. You can *see* that.

But there's one big difference: actually this kitchen is a grouping of easily installed free-standing components. All appliance sides are *flat.* All appliance corners are *square.* All appliances fit *flush.* This is the new General Electric "Straight-Line" appliance concept.

Think of what this means to your prospects: the latest in kitchens . . . *with the brand name women prefer*—General Electric.

You can start putting these kitchens in your houses tomorrow. *No* waiting. They'll suit "U", "L" or "Island". . . or any layout you have in mind. They're available in a multitude of sparkling color and design variations. They'll fit any price house you are building . . . $9,600 to $96,000.

See your General Electric distributor or dealer—or write: General Electric Company, Home Bureau, Appliance Park, Louisville 1, Ky.



New G-E "Straight-Line" Design.



Gone is the old jig-saw line.

GENERAL ELECTRIC



Markwa Marble wall and floor tiles, one-half inch thick, available in three sizes (8″ x 8″, 8″ x 12″, 12″ x 12″) in 18 colors. Set with cement or mastic, as with ordinary tile.

MARKWA®

thin marble tiles

Thin, *genuine* marble tiles – beautiful and appropriate in bathroom and kitchen, living room, bedroom and foyer, for wall or floor. So much *more* distinction and durability for so *little* additional cost.

Available through leading tile contractors and dealers. Write now for brochure showing color range and uses for magnificent Markwa.

"MARKWA – *the marble that is lightweight because it is thin.*"



VERMONT MARBLE COMPANY • PROCTOR, VERMONT

"I'm proud to build **American Houses** they give the most for the money"



Builder Edward Stoll and son, of Bridgeport, Conn., sold 55 of these homes in their first week. Mr. Stoll says:



PHOTOGRAPHY BY NATIONAL NEWS AND ILLUSTRATION SERVICE INC.



A DRAMATIC FIRST IMPRESSION goes a long way toward selling the home. American Houses interiors show their quality in the way they lend themselves to eye-catching, sales-making decorative effects. Even the handsome wrought-iron railing is a part of the complete "package" supplied by American Houses, Inc.



PLANNING QUALITY, as well as construction quality, shows in this utility room which can convert to a fourth bedroom or den. American Houses installs insulation where needed.



FINISHED BASEMENT RECREATION ROOM is another place where American Houses' generous windows pay off in sales appeal. Note basement half-bathroom.

Edward Stoll and his son agreed on American Houses because, as they said, "American Houses have the look and the quality of a more costly, conventionally-built home. As builders, we also make big savings by eliminating pilferage and wasted materials." American Houses gives you the value you need in these times of scarce mortgage money—and helps you build and sell more homes in less time. *For prompt information on American Houses, and an American Houses franchise, fill in the coupon.*

AMERICAN HOUSES, INC.
AMERICA'S GREATEST HOME VALUE • S. AUBREY & E. SOUTH STS., ALLENTOWN, PA.
Plants: Allentown, Pa. • Lumberton, N.C. • Cookeville, Tenn.

ESTABLISHED BUILDERS AND REALTORS WRITE FOR THIS CATALOG!

It contains plans and elevations of all leading American Houses models in all price ranges. Attach coupon to your letterhead.



AMERICAN HOUSES, INC.
South Aubrey & East South Sts.
Allentown, Pa. Dept. HH-457

Please rush me, without obligation, American Houses catalog and details on American Houses franchise.

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Address_____

City_____ Zone_____ State_____



Life: Kosti Ruohomaa

FIREPLACES

Up in favor and down in cost, they are easier to build well than ever before

Last year some 400,000 fireplaces went into new US homes—nearly all of them had two things in common:

- First, people wanted them as much as they wanted almost any other feature in their houses.
- And, secondly, builders had more trouble building them right than they had building almost anything else in the house.

Experts claim, in fact, that as many as half of all existing fireplaces do not work right and are therefore useless. Yet not since Count Rumford laid down the basic rules of fireplace design in 1796 has it been so easy to build a good fireplace. And not since the building dollar of the 1930's has it been so cheap to build one.

Fireplaces are cheaper to build today chiefly because of the new prefabricated units shown and described on pp. 212 and 216 of this story.

They are easier to build because so much more is known today about how to build a foolproof fireplace (see opposite), and because so many better fireplace components and accessories are available to us than ever before (see pp. 220 and 224).

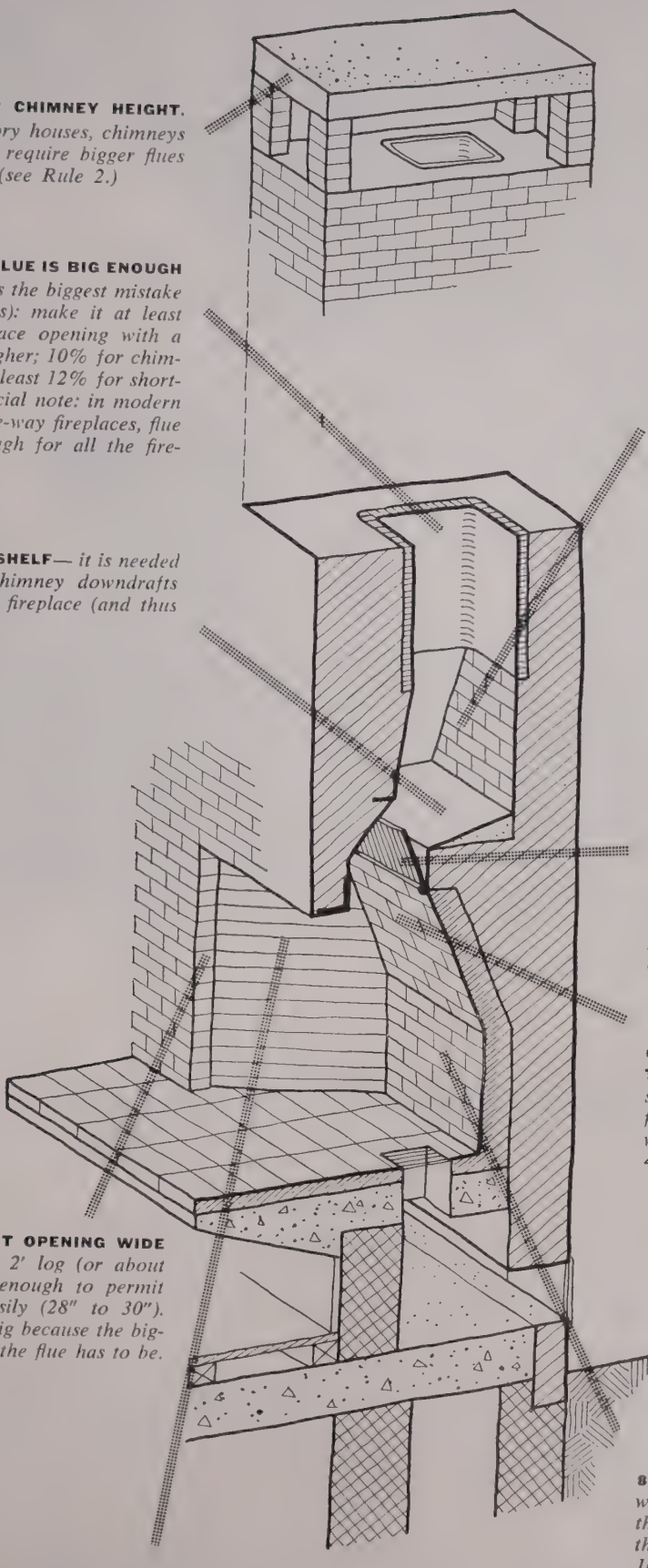
Though fireplaces are no longer needed for heating or cooking, their popularity has never been greater. Result: they have become a "sales tool" of first importance. To see how you can make the best of this "sales tool," see the next five pages.

Here are the nine basic rules of fireplace design:

1. WATCH YOUR CHIMNEY HEIGHT. *In today's one-story houses, chimneys tend to be short, require bigger flues for proper draft (see Rule 2.)*

2. BE SURE THE FLUE IS BIG ENOUGH *(too small a flue is the biggest mistake made in fireplaces): make it at least 8% of the fireplace opening with a chimney 25′ or higher; 10% for chimneys 17′ to 24′; at least 12% for shorter chimneys. Special note: in modern two-way and three-way fireplaces, flue must be big enough for all the fireplace openings.*

4. USE A SMOKE SHELF— *it is needed to help prevent chimney downdrafts from reaching the fireplace (and thus causing smoking).*



3. MAKE THE SMOKE CHAMBER AS WIDE AS THE THROAT *and slope it upward to the flue at an angle of at least 60° with the horizontal. Its back wall should rise straight up, flush with the back of the flue.*

5. PUT IN A DAMPER *that's hinged at its back, not pivoted at its center (although centrally hinged dampers are used in prefab fireplaces where manufacturers control downdrafts with special prefab chimney design).*

6. MAKE THE THROAT AS WIDE AS THE FIREPLACE. *Its area (in cross section) should be at least 15% of the fireplace opening. Locate it well forward, behind the mantel, and about 4″ above the lintel.*

7. KEEP THE FRONT OPENING WIDE ENOUGH *to take a 2′ log (or about 28″ to 40″); high enough to permit tending the fire easily (28″ to 30″). Don't make it too big because the bigger it is, the bigger the flue has to be.*

8. THE BACK WALL *should slope forward to increase heat radiation into the room and to funnel smoke up into the throat. The fireplace should be 16″ to 18″ deep.*

9. THE SIDE WALLS *should spread out from the back wall at an angle of 30° to 45° so that maximum heat is directed outward. Side walls set square with rear tend to bottle up the heat.*

Fireplace report continued on page 212



Mr. Ketchum (left) and J. C. Marvin of The Pacific Telephone and Telegraph Company, shown here in front of one of Mr. Ketchum's popular College Downs Homes in California's San Fernando Valley.

"Home buyers want concealed telephone wiring"

— says Mr. Russ Ketchum, Builder, of Van Nuys, California

"Here's why home buyers want concealed telephone wiring," says Mr. Ketchum. "They want telephone outlets located as conveniently as electrical outlets, and they want the finished beauty of their rooms preserved, too.

"I'm in business to give people what they want in homes, and today that means concealed telephone wiring along with the many other built-in, ready-to-work conveniences that people look for. I put concealed wiring and telephone outlets in every home I build. It's good business. It's a sales feature I wouldn't be without."

• • •

Your nearest Bell Telephone business office will help you with concealed wiring plans. For details on home telephone wiring, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

Working together to bring people together
BELL TELEPHONE SYSTEM

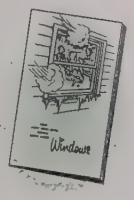
ZEGERS Advertising Helps You Sell Locally!

Millions of people throughout the country — builders, lumber and building supply dealers, home owners and prospective home buyers are reading about Zegers Dura-seal Combination Weatherstrip & Sash Balance in LIFE. Not only is this Dura-seal advertising being read nationally . . . it is being read locally by your immediate prospects.



In many communities, LIFE is read by as many or more people than the local newspapers. Just imagine the vast number of people in your locality that read LIFE and about Dura-seal.

Zegers is further helping you sell through their booklet, "What Every Home Buyer Should Know About Windows." Of particular interest to window manufacturers, jobbers, lumber dealers, architects, builders and prospective home buyers, it presents convincing facts about the advantages of weatherstripped and balanced double-hung wood windows. This valuable selling aid is available in quantity to use for promotion. It substantially backs up the LIFE magazine advertising in making your prospects even more aware of how windows can "quality sell" a house.



Attention getting display cards used on window units in lumber dealer stores keep the Dura-seal

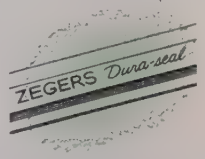


name and the name of the window unit manufacturer before builders and home owners. Another tool for successful selling — prospects can't miss the story on this display. It's a story of quality with which they are familiar as told in national advertising and sales promotion.

More ammunition for your sales arsenal is provided by a sticker placed on the window unit by the manufacturer. It's imprinted with his name and identifies his units as equipped with Zegers Dura-seal . . . nationally advertised equipment. Home buyers look for this seal of quality. They've read about the many advantages of this product and this sticker is the green light to buy in confidence. This is just one more way that Dura-seal quality is kept before the public eye to help you in your selling job.



"Zegers Dura-seal" is embossed on the parting stop of Zegers Combination Metal Weatherstrip & Sash Balance. Dealers, builders and prospective home buyers look for this mark of quality and know they are getting the "genuine article . . . Zegers Dura-seal."



Isn't this the kind of sales support you've been looking for? Write Zegers today for full information!

Here's Why

ZEGERS

Dura-seal

Provides the Most Effective All-Weather Protection!

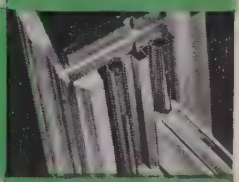


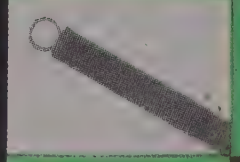
A "quality-built" house sells and Zegers Dura-seal provides visible and workable evidence of quality construction. It provides the best protection against cold, dust, draft, dirt, assures quiet, smooth "one-finger" window operation and lifetime trouble-free performance. Home buyers look for this kind of quality. See for yourself what a big difference it makes in home sales and profits. Here are just some of Dura-seal's outstanding features:



Self-adjusting jamb member has a concave back surface providing flexibility that maintains a constant air seal and smooth window operation under all conditions.

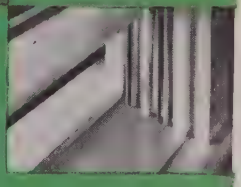
Spring and friction provide weather protection and easy operation. Springs lift the window and friction of the jamb housing holds it at any desired position.





Silent balance springs. Dura-seal has Si-Vel springs—a velvet-like finish is baked on the galvanized steel springs to assure absolutely quiet operation.

Tailored attractiveness. Dura-seal provides a "tailored" custom fit. Cleanlined, non-rust aluminum lasts the life of the building . . . never needs painting.



Write today for complete information!

ZEGERS

INCORPORATED

8090 So. Chicago Ave., Chicago 17, Ill.

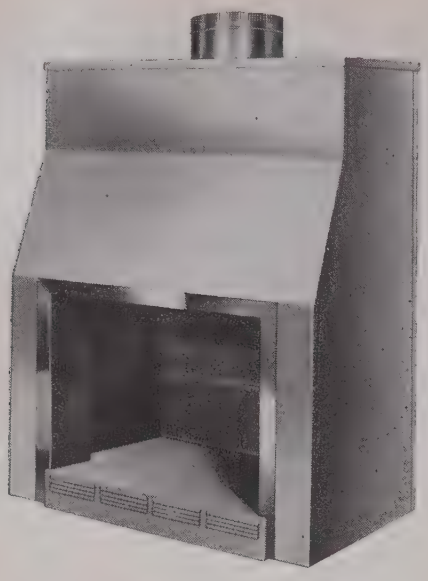
For further details check numbered coupon, p. 292

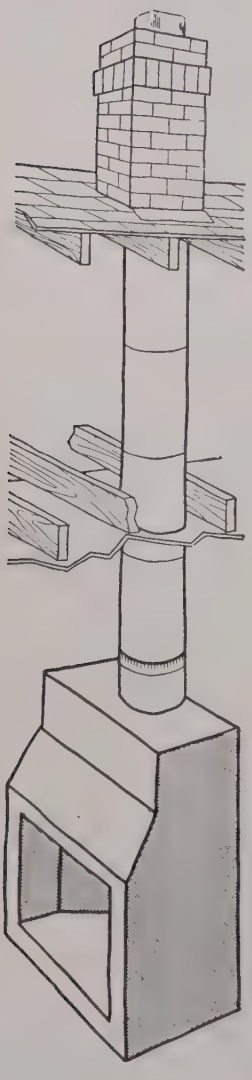
Prefab units cost 50% less, are foolproof in design

The two fireplaces shown on this page are the only prefabricated units that provide all the parts you need for a complete fireplace-chimney installation. Both can be fully installed in less than a day's time. The total cost is about half what you would pay for a conventional brick or stone job, which means the prefab can save as much as $200 to $300 per house.

Using the prefab also means that you automatically avoid many potential mistakes. The prefab is a pretested design, which means no guesswork about drafts, downdrafts—or, for that matter, about chimneys—for both prefabs come with a packaged chimney that works more efficiently than a masonry chimney (because the prefab has a better thermal U-factor).

About the only drawback of the prefab is that it is not yet approved by all building codes. This is only because the complete prefab fireplace unit is a relatively new product. Manufacturers say it is only a matter of time before these units will be approved throughout the US.





A. MAJESTIC THULMAN *unit has a one-piece fireplace section and a prefab chimney which can be fully installed by one man in "three hours or less." When installed, it looks almost exactly like a conventional masonry fireplace. Whole unit has Underwriters' Laboratory (UL) approval, gets full FHA evaluation and can be located either flush against or recessed in any kind of wall. Accessories: base platform, hearth with or without tile, red brick or black glass surround. Installed cost is about $300 for new houses, $75 more for existing houses. The Majestic Co., Inc., Huntingdon, Ind.*



B. UNI-BILT *fireplace can be bolted to wall or recessed into it with the complete fireplace-chimney installation performed "by semi-skilled labor in less than six hours." Whole assembly has UL approval and thus, like prefab fireplace at left, gets full FHA valuation. Package includes three major parts: fireplace, intermediate chimney section in 2' and 3' lengths, and outside chimney housing. Firebox is raised off floor (as shown above), has stainless steel trim and whole unit can be painted any color. Average cost is about $400 installed in existing houses but varies according to local labor rates, height of chimney needed and quantity ordered. Vega Industries, Inc., Uni-Bilt Div., Syracuse 5, N. Y.*

Fireplace report continued on page 216



Use american LUSTRAGRAY* sheet glass wherever glaring brightness is a problem!

This neutral gray tint sheet glass is economical, and has good merchandising features to make your homes more saleable. LUSTRAGRAY reduces glare approximately 50%, makes the use of window blinds and shades optional, and permits large glass areas on any building exposure to take advantage of the best view.

AMERICAN LUSTRAGRAY is now available through more than 500 glass jobbers. Check your classified telephone directory for listing.

american

***LUSTRAGRAY DATA**

- **Thicknesses: 7/32", 1/4"**
- **Maximum Size: 6' x 10'**
- **Slightly larger sizes on request when available**

MODERN GLASS
Best at a Glance

AMERICAN

american
WINDOW *Glass* COMPANY
PITTSBURGH, PA.

PLANTS: ARNOLD, PA. • ELLWOOD CITY, PA.
JEANNETTE, PA. • OKMULGEE, OKLA.

WSW 6422

the quality of your home



the RCA WHIRLPOOL Mark XII Refrigerator and Freezer

Give home buyers what they know and want in the exciting new styling that will add vibrant sales-making glamour to your model kitchens. A prime factor in selling your homes may well be the RCA WHIRLPOOL Imperial Mark XII Refrigerator and Freezer with the "Custom-Designed Look."

Now you can offer that rich "planned-in" appearance without the expense of built-ins. And important too, RCA WHIRLPOOL products in a home, show the buyer a quality name that means a quality home. Available in pink, yellow, green, white, copper or silver satin metal, these new RCA WHIRLPOOL refrigerators and freezers blend in perfectly with your kitchen cabinets, and give you true flexibility in kitchen planning.

It's easier to sell RCA WHIRLPOOL equipped homes than to sell against them!

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

is judged by the quality of its appliances



You know you build quality homes, but how can you tell your prospects? Many of the fine materials and quality craftsmanship you put into your homes are hidden. Only in the kitchen or utility room do your prospects see brand names that they know.

Prospective home buyers know quality appliances on sight, and are stimulated sales-wise by a product they know and trust. That's why RCA WHIRLPOOL home appliances in your homes will gain valued recognition that is used to emphasize the high quality of your entire home.

Choose from a full line of appliances that fit any price home . . . automatic washers, automatic gas and electric dryers, a washer-dryer combination, refrigerators, freezers, room and central system air conditioners, dehumidifiers, built-in and free-standing ranges, an electronic oven, automatic dishwashers, food waste disposers, sinks and cabinets.



the RCA WHIRLPOOL Washer-Dryer Combination

When prospects see this startling new washer-dryer combination in your model kitchen or utility room, it can't help but be the big sales-stimulator! From the world's foremost manufacturer of home laundry appliances comes the very latest in *both* washing and drying ... and in only 33 inches of wall space! Backed by over two years of field testing, the washer-dryer combination is both a space-saver and the ultimate in home laundering. You can now choose from decorator choice colors of pink, yellow, green or white to add distinctive, harmonizing beauty to your kitchens or utility rooms. And remember, it costs you no more to furnish your homes with the highest quality appliances . . . RCA WHIRLPOOL home appliances.

RCA Whirlpool

HOME APPLIANCES

Products of **WHIRLPOOL-SEEGER CORPORATION** St. Joseph, Michigan

For further details check numbered coupon, p. 292

These prefab units need no masonry, can be installed for $150 to $200

The prefab fireplaces shown here require no masonry at all, can be located practically anywhere in a house. Total cost of installation: as little as $150 to $200.

So these prefabs are the cheapest fireplaces you can put into any house. And they are particularly good if you like the idea of putting in a second fireplace (e.g. in the family room or even the master bedroom).

The only limitations are due to code requirements. Like the complete fireplace-chimney prefab units shown on page 212, these units are not yet approved by all codes. Moreover, these units cannot be installed flush to a wall; a minimum clearance of at least 4″ is generally required.

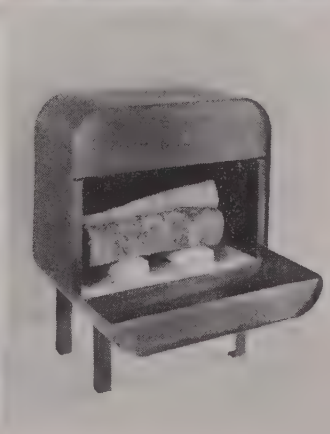
Most makers supply accessories like screens and dampers. Where flues are not supplied, be sure you use one that's big enough (see p. 209).

Photos: E. Braun; D. Stone & H. Steccati; S. Noskowiak









C. BASICALLY A "WOOD-BURNING STOVE," *each Kosmak fireplace can be floor mounted almost anywhere in a house. All but the round unit (lower left) are also available for wall-hung installation. Costs (in place) run as low as $200. Kosmak Fireplaces, San Francisco 11.*

Ezra Stoller



D. FRANKLIN STOVE *offers traditional design, folding doors that permit good fire control. Portland Stove & Foundry Co., Portland, Me.*

Ernest Braun



E. HOLLOW WALLS *of this unit keep outside relatively cool, allow circulator-type use (see p. 220). Manchester Pierce, San Francisco 2.*

Keith Martin





F. ACORN FIREPLACES, *designed by Architect Carl Koch, include new light-weight floor model with top flue outlet at left, deluxe model with porcelain enamel surface and rear flue outlet at right. Latter is also available in floor or wall-hung models. Acorn Design, Inc., Concord, Mass.*



G. FIREHOOD UNIT, *designed by Architect Wendell Lovett, can be set on a masonry base as above, or ordered with spun steel base or legs which hold the firebox 8″ off the floor. Included with unit are flue and damper. Models are available in variety of colors. Condon-King Co., Seattle 44, Wash.*

Fireplace report continued on page 220

Certain-teed® Sealdon®

12" THICK BUTT SHINGLE

the modern self-sealing shingle!

It goes down in a BREEZE... stays down in a GALE!



Sealdon application is fast and easy. A special adhesive-repellent silicone paper separator keeps Sealdons from sticking together in the bundle. They slide apart at a touch. They're packaged so every other shingle can quickly be flipped over into nailing position. Clumsy end-over-end "flopping" is eliminated. The silicone paper separators remain on the underside of each shingle — eliminating tedious removal by hand, as well as time-consuming cleanup on the job.

Every Sealdon shingle has a strip of special sealing compound factory-applied to the underside of the shingle tab. As the sun beats down, each Sealdon seals itself securely against every kind of wind or weather. The sealing compound is applied in "dashes" to channel off rain and snow—preventing the damage that water accumulations might otherwise cause. A Sealdon roof will give many years of trouble-free service under the most severe weather conditions.

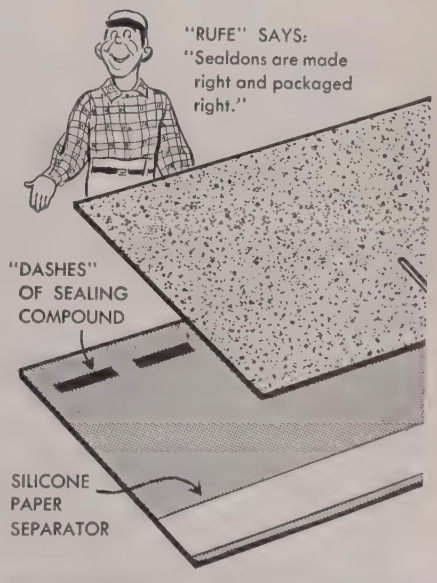
This latest addition to the Certain-teed line of quality roofing materials has built-in benefits for homeowners, builders, roofers and dealers alike.

Sealdon is self-sealing. It *stays put* in any weather. It means longer roof life, fewer repair bills, greater all-'round economy for the homeowner.

Sealdon is designed and packaged with the builder and roofer in mind. Application is faster because waste motion is reduced. Labor costs are lower. The unique way Sealdons are bundled considerably simplifies handling on the job.

Sealdon is a sure seller for dealers. Besides its self-sealing features, it has the same long-wearing characteristics and wide range of beautiful colors that have long been associated with Certain-teed Thick Butt Shingles.

Get complete details about new Certain-teed Sealdon Asphalt Shingles. Contact your nearest supplier —or write direct to us.



Certain-teed
REG. U.S. PAT. OFF.

Certain-teed BUILDING PRODUCTS

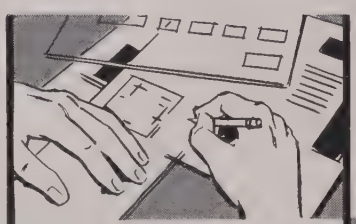
Products of Certain-teed Products Corporation
SOLD THROUGH
BESTWALL CERTAIN-TEED SALES CORPORATION
120 East Lancaster Avenue, Ardmore, Pa.
EXPORT DEPARTMENT: 100 East 42nd St., New York 17, N.Y.
ASPHALT ROOFING • SHINGLES • SIDING • ASBESTOS CEMENT SHINGLES AND SIDING
FIBERGLAS BUILDING INSULATION • ROOF INSULATION • SIDING CUSHION
PAINT PRODUCTS—ALKYD • LATEX • CASEIN • TEXTURE • PRIMER-SEALER

To help you sell more houses at more profit in less time!

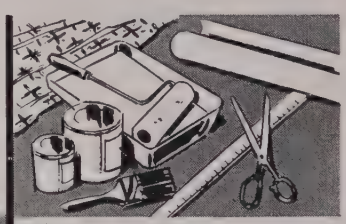
Youngstown Kitchens 10 point

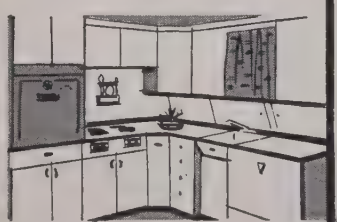
Home selling program for builders

Expert Kitchen Design...we'll solve your problems of FHA and VA requirements at the blueprint stage...and please your potential buyers, too!



Expert Kitchen Decorating Service...done by our nationally recognized Diana Young and providing you with brand name, number on wall and floor covering, paint, fabric.



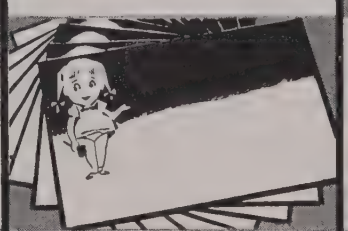


The Complete Kitchen...package kitchens—from single source cabinet sinks, cabinets, built-in gas or electric ovens and cooking tops, dishwashers, food waste disposers, vent hoods.

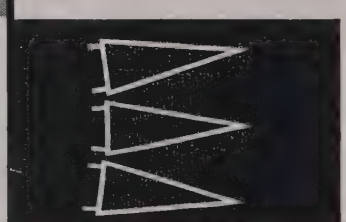


Kitchen Planning Institute Certificate...engraved, embossed framed certificate, with *your* name on it. Hung in the kitchen, it assures visitors they are seeing the best in modern kitchen planning.

Signs for Interior Use...12 attractive signs...five with imprinted messages calling attention to features in the kitchen, seven blank for you to imprint features of other rooms in your model home.

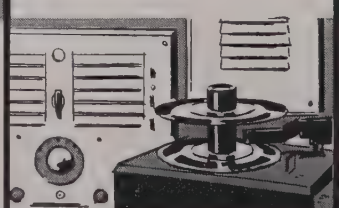


Pennants...100 feet of colorful, eye catching pennants to lend an exciting atmosphere to your exhibit home.





Big Exterior Display Sign... 4′ x 8′ metal project sign on the job. We'll prepare the sign for you, with your name on it.



Built-in Home Recording System...one of the hottest merchandising helps in exhibit homes has been the record-playing setup with speakers in several rooms. We make available special records.

Directional Arrows...point the way to your model home with these 12 colorful directional arrows. Six pointing left and six pointing right.



Realtor Aids...our factory-trained experts will show you or your realtors how to demonstrate the advantages and benefits of your homes to every prospect.



Youngstown Kitchens
Division of American-Standard

Call or write your Youngstown Kitchens distributor now.

HERE'S COMFORT EVERYBODY CAN AFFORD



This home—properly engineered with aluminum-clad insulation—is heated and air conditioned for less than $12.00 a month

Because adequate insulation surfaced with ALCOA® Aluminum was in the building specs, this 1273-sq-ft home in Toledo is heated and air conditioned today for less than $12.00 a month.

Built by Scholz Homes, Inc., Toledo, Ohio, it is a fine example of "comfort engineering." Solar orientation, shade trees, correct roof overhang—all contribute to the remarkable results possible with adequate aluminum-clad insulation.

And important to builders, this year-round-comfort selling feature means a smaller furnace and a smaller air-conditioning unit—equipment costs are at least 25% lower when you install adequate aluminum-clad insulation.

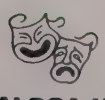
For proof, attend the ALCOA Insulation Show when it appears in your area. Live entertainment that dramatizes the findings of recent ALCOA-sponsored research, the show is appearing in the thirty cities listed below.

ALCOA's new book about insulation, *Comfort Everybody Can Afford*, contains valuable information that will help you sell better houses—faster. Return the coupon and we'll be happy to send you a copy.

Alcoa does not make insulation of any kind. It makes ALCOA Aluminum Foil, which many manufacturers use to produce several types of insulation.

INSULATION SHOWS IN THESE CITIES

Baltimore, Birmingham, Boston, Buffalo, Cincinnati, Cleveland, Dallas, Detroit, Fort Worth, Indianapolis, Kansas City, Long Island, Louisville, Miami, Milwaukee, Minneapolis, Newark, New Orleans, Norfolk, Phoenix, Portland, Sacramento, San Bernardino, San Diego, San Mateo, Seattle, Tampa, Washington, Westchester Co., N. Y., Wichita.



THE ALCOA HOUR
TELEVISION'S FINEST LIVE DRAMA
ALTERNATE SUNDAY EVENINGS



Aluminum Company of America, Industrial Foil Division
1612-D Alcoa Building, Pittsburgh 19, Pennsylvania

Gentlemen: Please send my free copy of your new book about insulation, *Comfort Everybody Can Afford* — and tell me time and place of the Insulation Show in my area.

Name_____ Title_____

Firm_____

Street_____

City_____ Zone_____ State_____

For further details check numbered coupon, p. 292

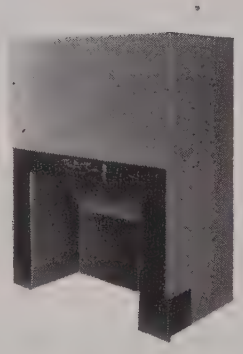


CIRCULATOR FIREPLACES *heat the air in the room as well as radiate heat directly. Cold air is drawn into the hollow walls of the unit through the bottom vents, rises as it is warmed by contact with the hot metal and enters the room through vents at the top. The air circulated in this way about doubles the heating capacity of a conventional fireplace, but generally will not give enough heat to warm a whole living room.*

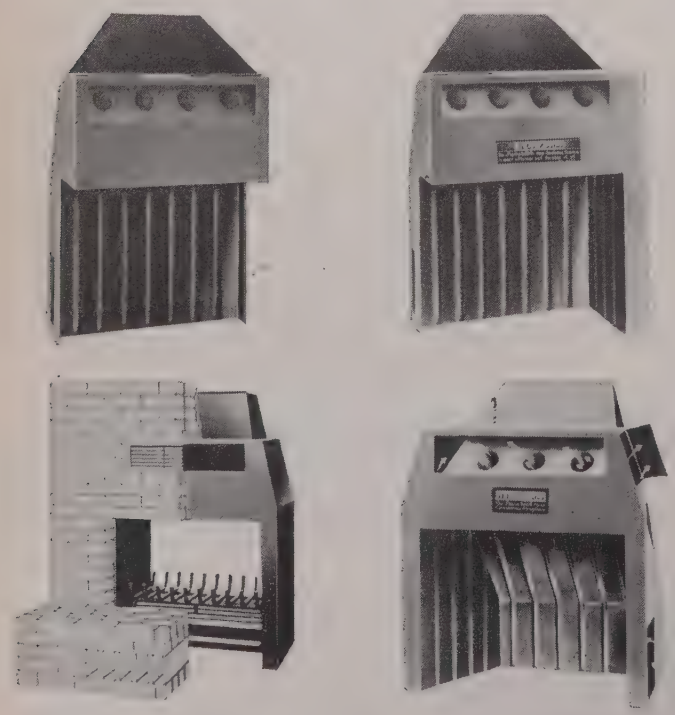
Circulator fireplaces: they give you twice as much heat

With a circulator fireplace you get a bonus of warm air heat on top of the direct radiant heat from the fire. You get this bonus because the circulator units are made with prefabricated hollow walls which serve as a heating chamber (see above).

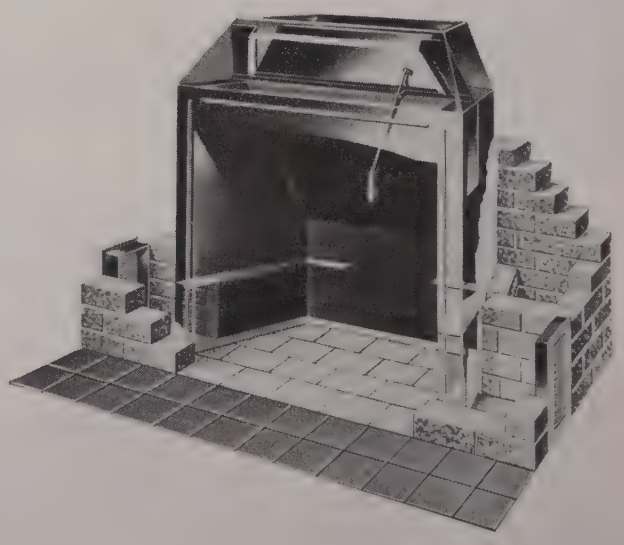
Circulator units are made by a number of fireplace product manufacturers. The three on this page illustrate both typical and special features found in circulators. Several manufacturers make this type of fireplace—some whose other products are illustrated on other pages of this story are (K) Bennett-Ireland; (A) The Majestic Co., and (M) Vestal Mfg. Co.



L. DESIGNED FOR LOW COST INSTALLATION, *Heatsaver unit has dimensions that conform to 4" module, and its square shape makes it easy to lay up brick around it. Warm air outlets are located at top of unit. The Donley Brothers Co., Cleveland 5, Ohio.*



H. FOUR KINDS OF HEATFORM CIRCULATORS *are available to fit into most fireplace designs: regular, single opening fireplace form at lower right; two-way, lower left; three-way, top left; and open corner, top right. All have heat chambers for warming room air. Superior Fireplace Co., Los Angeles 21.*



I. CUTAWAY DIAGRAM *shows how Heatilator unit is surrounded with masonry. Open passages left in brickwork permit air flow in and out of unit. When fireplace is not in use, special damper makes unit air-tight, thus prevents loss of house heat up the chimney. Heatilator Inc., Syracuse 5, N.Y.*

Fireplace report continued on page 224

NEW TAPPAN BUILT-INS CUT YOUR COSTS!

One cut-out for either gas or electric ovens

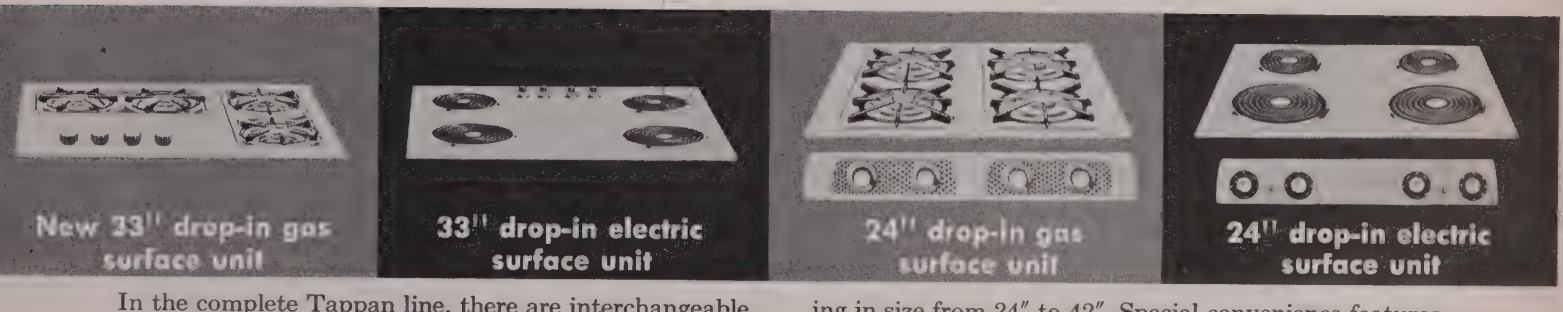




SALES BUILDER: TAPPAN BUILT-IN GAS OVEN WITH SEPARATE ROLL-OUT BROILER gives wonderful freedom and economy because it's *interchangeable* with electric units in the *same* cut-out. Oven teams perfectly with any Tappan surface unit . . . and may be serviced without removal from cabinet or wall. Like all Tappan Built-ins, it is easy and inexpensive to install.

MONEY-MAKER: TAPPAN ELECTRIC DOUBLE OVEN, JUST 24 INCHES WIDE, interchanges with Tappan gas oven units without extensive installation work. Doubly great! Dinner roasts in one oven while cakes or pies bake in the other. It's convenience every woman dreams about.

LOOK! INTERCHANGEABLE SURFACE UNITS, TOO!



In the complete Tappan line, there are interchangeable gas and electric surface units to fit every buyer's building or remodeling plans. You can offer your customers a choice of three gas and seven electric surface units, ranging in size from 24″ to 42″. Special convenience features such as Set 'n Forget thermostatic control, a large built-in griddle and a NuTone food center are also available on Tappan surface units!

. . . and all these best looking, best cooking features:

Chrome or porcelain-lined ovens for top baking results! Visualite windows optional! Handsome Lusterloy or Copperloy finishes, plus lovely pastels! Built-in Rotisseries! Lift-off oven doors! Eye-level automatic controls! Separate roll-out broiler drawer . . . all the most-wanted convenience features that help sell homes fast! *The Tappan Stove Company, Mansfield, Ohio*

NOTHING COOKS, LOOKS *or sells* LIKE A TAPPAN

• Leader in built-in ranges • First with electronic cooking for the home





You can build split-level homes 2 ways

With . . . and . . . without

Honeywell Zone Control comfort

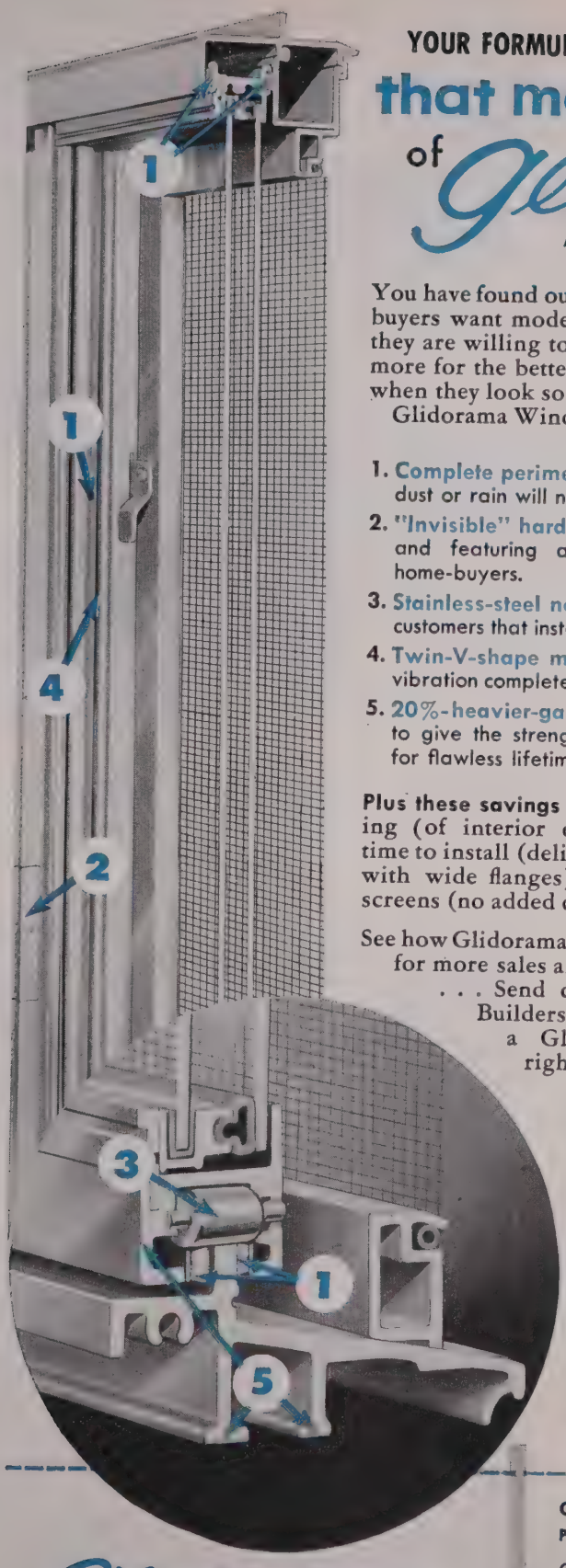


The famous
Honeywell Round
world's largest selling thermostat

But think how much more comfortable those split-level homes will be *with* Honeywell Zone Control. And how much easier to sell your houses—eliminate irritating customer complaints, and gain added loan evaluation—all because you offer *whole house* comfort. That's what you get with Honeywell Zone Control. It divides a house into two or more comfort zones . . . each controlled by its own thermostat. It's the ultimate answer to air conditioned homes and other problem areas such as finished basements, split-levels, spread-out floor plans, larger glass areas or rooms located above garages and unheated areas. Learn how Honeywell Zone Control can sell for *you*. Call your local Honeywell office or write Minneapolis-Honeywell, Dept. HH-4-134, Minneapolis 8, Minn.

Honeywell

H HONEYWELL *First in Controls*



YOUR FORMULA FOR MORE SALES AND GREATER PROFIT IN 1957...

that modern luxury-touch of Glidorama ALUMINUM HORIZONTAL GLIDING WINDOWS...

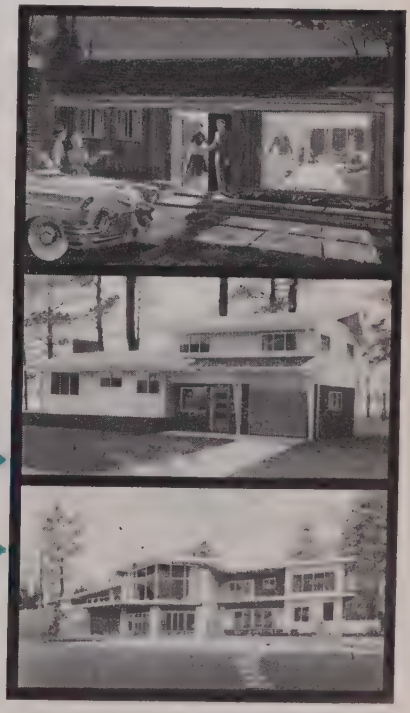
You have found out that today's home buyers want modern luxury . . . and they are willing to spend just a little more for the better things, especially when they look so much more costly. Glidorama Windows qualify handsomely on this! . . . They are obvious *quality* when you see them or use them!

And they give you five exclusive features to sell with . . . over and above the features of any other quality window—

1. **Complete perimeter seal of entire vent . . .** assurance to your customer that wind, dust or rain will never get in.
2. **"Invisible" hardware . . .** such as handle designed flush with meeting rail molding and featuring an automatic tamper-proof bolt-lock—universally popular with home-buyers.
3. **Stainless-steel needle-bearing rollers on stainless-steel axles . . .** to give your customers that instant finger-tip gliding action, always instantly recognized as quality.
4. **Twin-V-shape metal interlock at both meeting rail and jamb . . .** to eliminate vibration completely and provide a sound-proofing all home-buyers appreciate.
5. **20%-heavier-gauge frame sections, and double-I-Beam sill construction . . .** to give the strength needed to support broad areas of glass, plus the rigidity for flawless lifetime operation, an impressive point to every customer.

Plus these savings on installation—no painting (of interior or exterior trim) . . . less time to install (delivered ready to install, and with wide flanges) . . . built-in storms and screens (no added costs for your customers)!

See how Glidorama Windows fit your formula for more sales and greater profit in 1957! . . . Send coupon or letter for our Builders' Catalog, Price List or a Glidorama demonstration right in your office!



give your '57 home buyers that modern luxury-touch...

whether for the more modest homes like this...

or on up to the more costly modern mansions like this . . .

Only by a demonstration can you appreciate how Glidorama Windows will make sales easier, profits greater!

Glidorama

WINDOWS
aluminum **GLID**ing windows
with pan**ORAMA** views

GLIDORAMA DIVISION, Whizzer Industries, Inc., 354 S. Sanford St., Pontiac, Mich. Phone Federal 2-8371.

Gentlemen—

☐ Send your Glidorama Builders' Catalog.

☐ Arrange for a Glidorama demonstration in my office.

Name _____

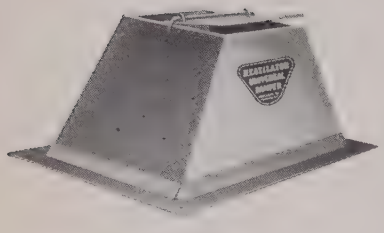
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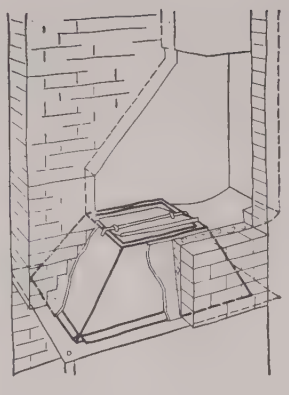
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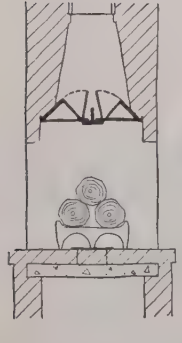
City _____ Zone _____ State _____

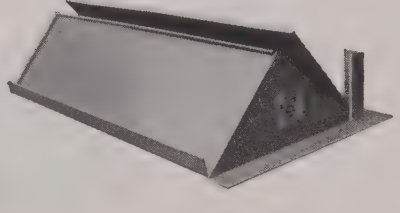
For further details check numbered coupon, p. 293

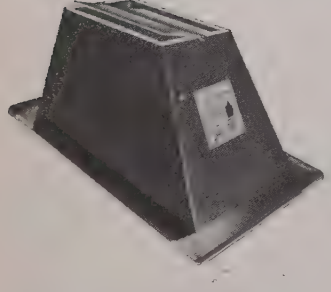
Here are four kinds of accessories for a better fireplace

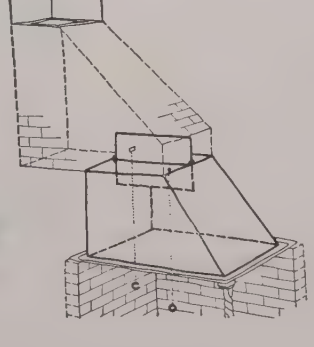




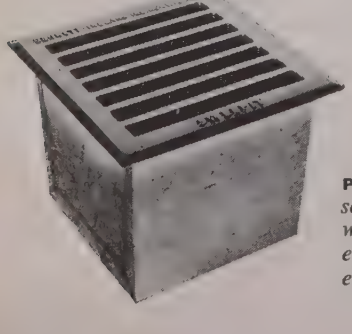








SPECIAL DAMPERS *are required for all fireplaces with two or more openings, to distribute the draft evenly over the whole hearth. Examples shown are:* **(H)** *Heatilator (at top) which has sides sloped to permit second back-up course of brick above damper;* **(L)** *Donley damper (center), which can be used in pairs side-by-side for two-way fireplaces; and* **(K)** *Bennett-Ireland's Benefire which provides for "freedom of flue location without slants or turns which weaken draft and increase construction cost."*



PREFAB ASH DUMP *is a 9¼" square galvanized pan, topped with an iron grate, which is easily lifted from the hearth and emptied. (***(K)** *Bennett-Ireland).*









BARBECUE UNITS *are made in stock sizes and modular dimensions for indoor or outdoor use, contain all essential parts such as grills, doors, etc. Grates are adjustable, can be raised or lowered according to type of fire. Shown are* **(L)** *Donley unit with four-grates at top.* **(A)** *Majestic unit with removable grate and grill.*



Hodge Photo



FIREPLACE SCREENS *are made in a variety of types and styles. Two examples are mesh-curtain type (top) which is hung from a track just inside the fireplace, can be pulled back and forth (***(N)** *Portland Willamette Co., Portland 14, Ore.); and a fixed glass type which keeps in sparks and dirt, is adjustable so you can regulate the fire (***(O)** *Thermo-Rite Mfg. Co., Akron 5, Ohio).*



With walls and ceilings heat-proofed with Alfol Aluminum Foil Insulation, these spacious Dallas homes derive "5-ton" performance from 3-ton cooling units. Builder-designer is David Tips, Dallas.

Cost of Air Conditioning these homes cut $400 each with Alfol Insulation!

By boosting air conditioning efficiency with Alfol Aluminum Foil Insulation, Dallas builder David Tips gives his customers year-'round comfort in a home they can afford.

Cooling load cut

"Our homes," writes builder Tips, "are big even for Texas. But with Alfol Insulation in walls and ceiling, our air conditioning needs are met *with capacity to spare* by a 3-ton cooling unit. Having originally priced the 5-ton size, we figure Alfol saves us roughly $400 per house!"

A designer as well as builder, Mr. Tips knows that Alfol is better for him, better for the customer. Its superior year-'round efficiency, along with its protection against condensation, makes for better construction all around.

Ideal for air conditioning, Alfol minimizes tonnage requirements . . . insures low cost operation. Even by itself, Alfol makes a difference your prospects can *feel.*

Free data book: Why not investigate Alfol for your next job. For comprehensive information as to efficiency, application, availability and cost, send today for your free copy of the new 24-page Alfol data book.



Ease of Alfol installation means extra savings for you

Installation of the Alfol Blanket is fast, positive, virtually foolproof. All you do is staple the flanges—the aluminum foil layers expand automatically. The result: Alfol Insulation installs at speeds up to 3,500 sq. ft. per man per day! Whether you install your own insulation or buy it contractor-applied, the extra Alfol speed means extra savings for you.

ALUMINUM FOIL
AL FOL
INSULATION

BUILDER
BORG-WARNER
BW
PRODUCTS
YOUR KEY TO BETTER BUILDING

REFLECTAL CORPORATION

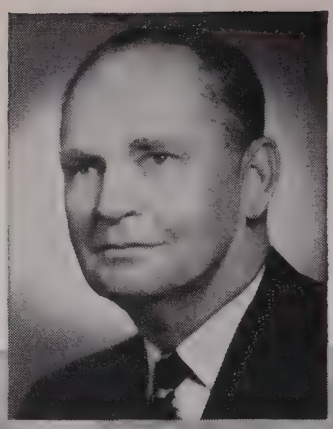
A subsidiary of Borg-Warner Corp.

310 South Michigan Ave., Dept. C-10, Chicago 4, Ill.

Export sales subsidiary:
Borg-Warner International Corp.
36 So. Wabash Ave., Chicago 3, Ill.

"We wouldn't think of using anything but copper tube for our underground service lines"

Says, George Cullum, President
W. G. CULLUM & COMPANY,
Dallas, Texas





One of the houses in a 500-home development in the Dallas area recently serviced by W. G. CULLUM & COMPANY with non-rusting Revere Copper Water Tube furnished by BRIGGS-WEAVER, Revere Distributor.

It doesn't take this ditching machine long to open up a trench for service lines. W. G. CULLUM & COMPANY employs every means possible to speed installation and cut costs. That's one of the reasons for using easy-to-handle, easy-to-connect (solder or compression fittings) Revere Copper Water Tube.

100,000 FEET

of Revere ¾" Type "K" Copper Tube has been used by W. G. CULLUM & COMPANY for servicing 5,000 homes in a single year.

Continued Mr. Cullum, "Our company specializes in placing water mains and water services from main to house, so we've had plenty of experience with the various materials available. That experience has proved conclusively that when you consider ease and speed of installation, its bendability and non-rusting qualities, there's not another material that can match the performance of copper water tube for service lines. And it's the one material that has proved its ruggedness and longevity over the years."

These same characteristics make Revere Copper Water Tube also the safe, economical choice for hot and cold water lines, radiant panel heating, air conditioning and processing lines, drainage, waste and vent lines. See your Revere Distributor for your needs . . . 20′ straight lengths in hard and soft temper, 60′ coils in soft temper. And, if there is anything involving the installation of Revere Copper Water Tube that's bothering you, your Revere Distributor will be glad to put you in touch with Revere's Technical Advisory Service.



Close-up showing how Revere Copper Water Tube is tapped directly into water main with the use of compression fittings. Accidental cave-ins or obstructions pose no problem for bendable Revere Copper Water Tube. In addition it will not rust, rot or deteriorate.

COPPER ★ BRASS ★ REVERE ★ ALUMINUM ★ 1801

REVERE COPPER AND BRASS INCORPORATED

Founded by Paul Revere in 1801

230 Park Avenue, New York 17, N. Y.

Mills: Baltimore, Md.; Brooklyn, N. Y.; Chicago, Clinton and Joliet, Ill.; Detroit, Mich.; Los Angeles and Riverside, Calif.; New Bedford, Mass.; Newport, Ark.; Rome, N. Y.

Sales Offices in Principal Cities, Distributors Everywhere.



Everyone Loves a Cedar Lined Closet!

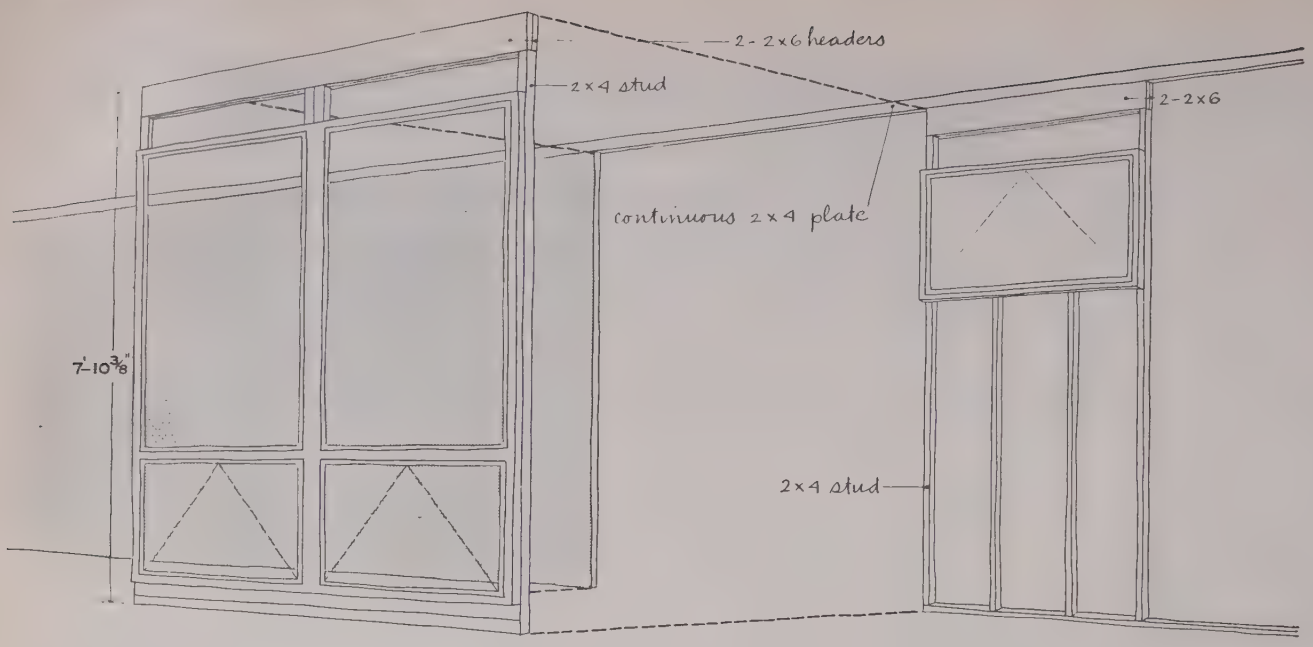
For faster sales... greater profits... line all closets with Aromatic Red Cedar

This seal of quality identifies ready-to-use closet lining produced only by the Aromatic Red Cedar Closet Lining Manufacturers Association. It is your guarantee of quality.

AROMATIC RED CEDAR CLOSET LINING MANUFACTURERS ASSOCIATION

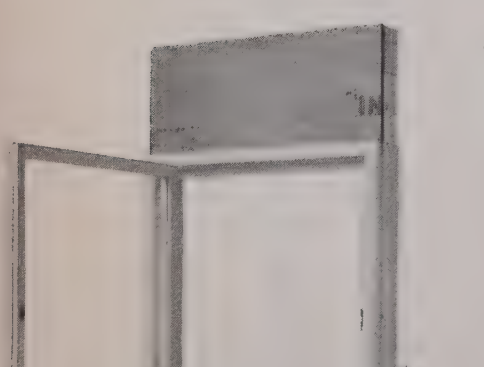
221 N. LaSalle St. • Chicago 1, Ill.

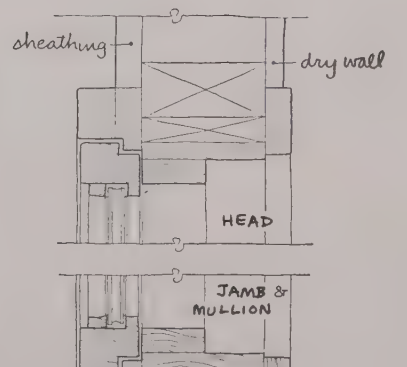
For further details check numbered coupon, p. 292



WINDOW PANEL *fits 8′ wall opening: only on-job framing is 2x4 plate across tops of all panels. Headers are carried on studs only.*

AT LAST—a complete structural window panel...





CASEMENT WINDOW PANEL *is available with wood clip-on unit in diamond light pattern, above left, or three horizontal muntins. Clip-on unit is removable for easy painting, window washing. Structural mullion detail above has two studs keyed together at factory.*

Here is a window that's an integral part of a structura wall! Made by the Fabrow Manufacturing Co., this ne window panel has three big advantages:

1. *It comes with a double 2 x 6 header built-in,* to eliminat cutting and framing on the job. To make the window pane the full height of an 8′-0″ wall, the builder has only to add 2 x 4 plate over the headers. (Panels with no openings—se opposite—omit the headers altogether.)

2. *It comes with the window built-in,* putting an end t costly roughing in of window openings, and shimming an squaring of windows on the job. The carpenter just has t plumb the panel once it's in place.

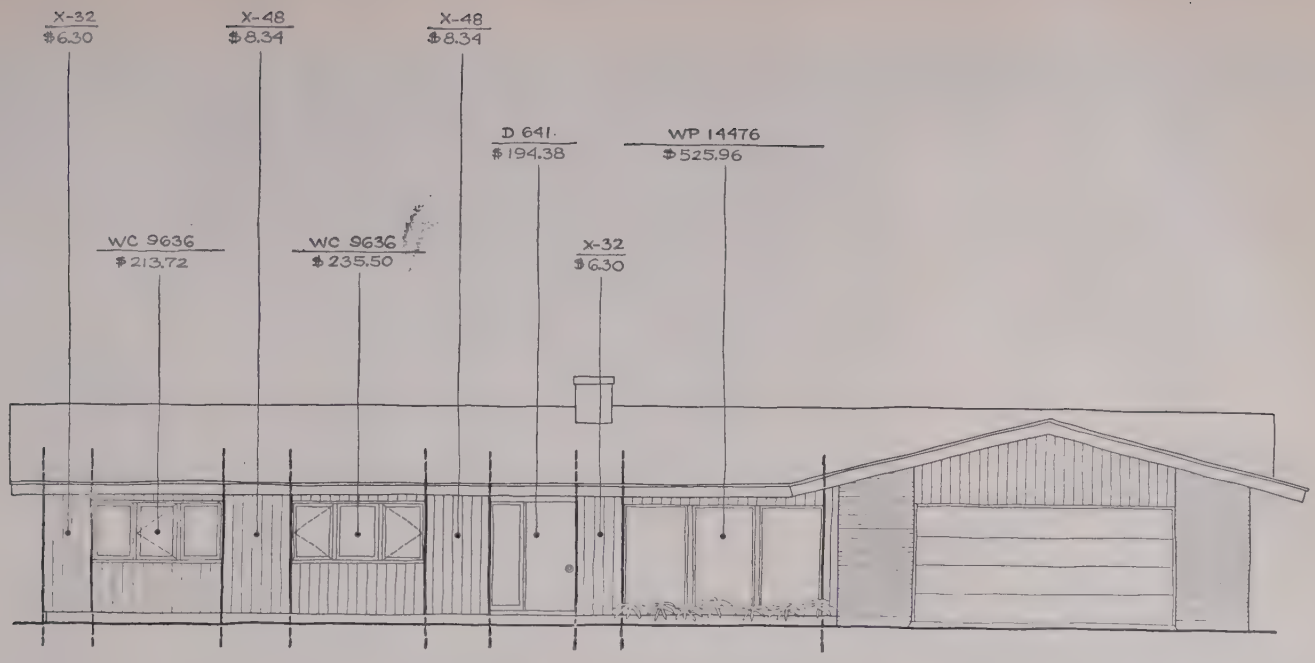
3. *It lines up the tops of the doors and windows.* Tota height from bottom of panel to top of window trim is 6′-10″ (All doors and windows were made to align at top of trim one of the most important lines on elevation.)

The height of the factory-assembled panel is 7′-10⅜″. Th panels are available in 32″ to 144″ widths. *These are out-to out dimensions,* not dimensions to the center lines of th studs, as with conventional modular spacing. So Fabrow widths are different from those called for at H&H Roun Tables (June, '55, p. 127, Jan. '57, p. 159), which asked fo modular window sizes to match 16″ o.c. stud spacings.

Fabrow has good reasons for out-to-out dimensions

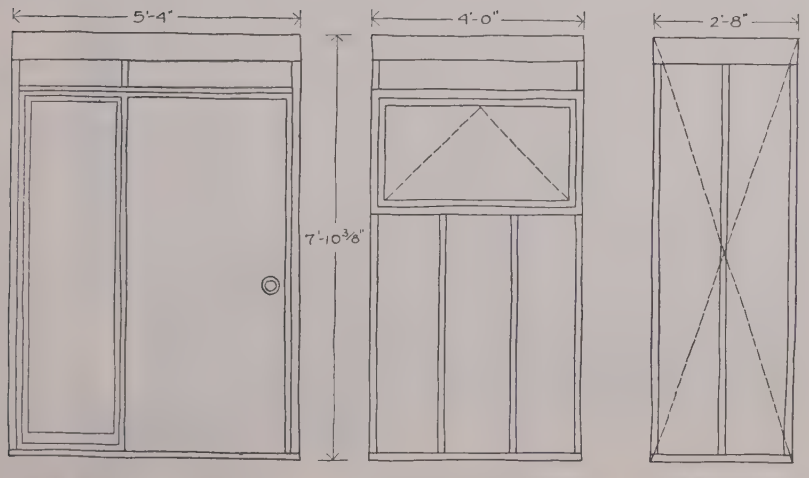
Dick Pollman, designer of the system, says: "In a con ventionally built set-up, in which the module lines are th center lines of the studs, it's possible to bring in a modula window that fits the on-center spacing. But in panelized wall it makes better sense to use an out-to-out module—and le the module line fall between two studs. According to FHA you have to double studs around openings anyway."

Pollman claims an additional advantage in the out-to-ou module: it eliminates cutting the 4′ widths of dry wall an sheathing in 4′, 8′ and 12′ wide panels. It also means that a 8′-0″ length of 2 x 6 can be cut exactly in two to make th header for a 4′ panel. Careful detailing of windows save money on glass cutting.



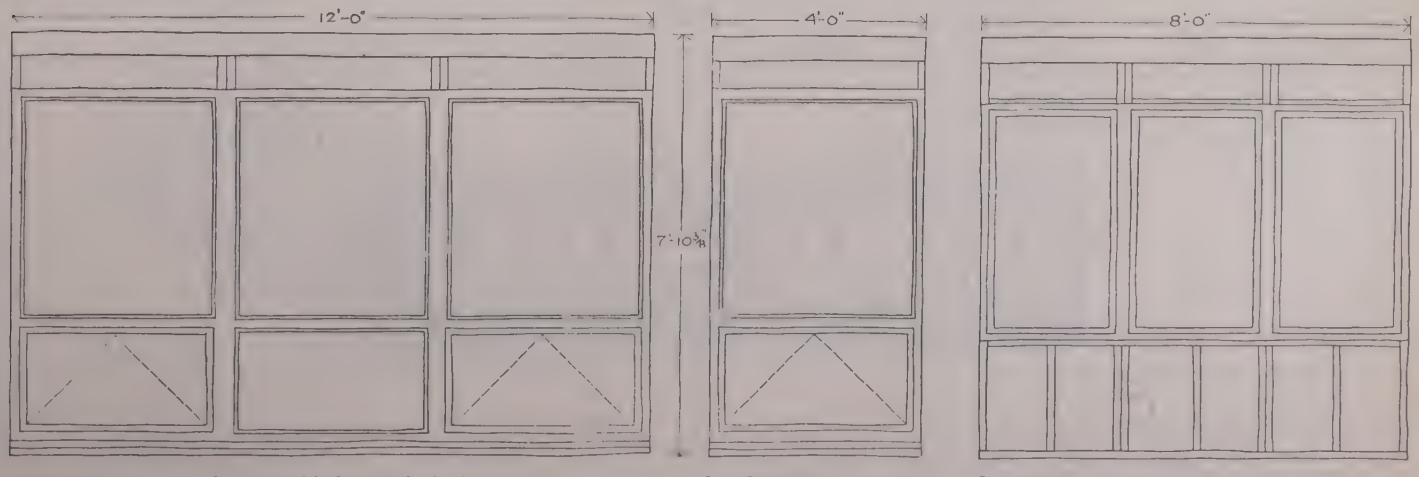
PREFABRICATED HOUSE *by Thyer Mfg. Co. is shown in side elevation with Fabrow's panel numbers and list prices. Windows use Thermopane; double-strength glass costs $25-$100 less per panel depending on area of glass. Casement panel prices increase with number of ventilating units without sheathing; with sheathing, they average $5 more. Closed panels were supplied to Thyer.*

and here's a whole house designed to use these panels



DOOR PANEL **HIGH WINDOW PANEL** **CLOSED PANEL**

Complete panel system, including door and closed panels, is now in production by Fabrow. Panels shown here are typical of the 55 different units Fabrow was offering by last month. Casement windows come in 32″, 64″, or 96″ widths; double-hung; awning, and fixed sash units are 48″, 96″, and 144″ wide. Door panel D641 (far left) comes with fluted glass; clear glass is also available. All window panels (except the double-hung) are available with Thermopane. Fabrow's bigger panel sizes mean fewer connections on the job—another cost-reduction. Another advantage is Fabrow's narrower mullions, which improve the looks of component panels used as window walls. Prices range from about $65 (32″ wide casement, screens, DS glass) to about $525 (12′ wide fixed sash panel with Thermopane.).



WINDOW WALL *can be assembled entirely in factory.* **COMBINATION PANEL** **CASEMENT WINDOW PANELS**

To compare Fabrow and other structural panels, turn page

An entrance you'd be proud to make...

with Long-Bell Ponderosa Pine doors



N. D. 596

N. D. 103

The graceful line of Long-Bell Doors opens wide a new world of volume sales for you. Long-Bell's expert craftsmanship combined with the strength, beauty and warmth of Ponderosa Pine, provides both builders and remodelers their choice of design and size. The Quality of Long-Bell products since 1875, has been geared to meet the demand for perfection... so that you can now proudly present your customers "Doors Designed to Last a Lifetime"... by Long-Bell!

INTERNATIONAL PAPER COMPANY
Long-Bell
DIVISION

KANSAS CITY, MO. LONGVIEW, WASH.

NEW... NEW... NEW! NOW – A WALL-HUNG CLOSET FOR HOMES!

Presenting the NEW

Ingersoll-Humphryes
FINE PLUMBING FIXTURES
SINCE 1882

WALL-HUNG CLOSET COMBINATION



Another Borg-Warner Contribution to Better Living– Another Borg-Warner First!

Here, from Ingersoll-Humphryes *exclusively,* is the closet combination you have been asking for — the closet that adds new smartness, beauty, sanitation, luxury and convenience to bathrooms and powder rooms . . . that provides the newest "luxury look" by making small bathrooms and powder rooms look large!

Hailed as "the most revolutionary fixture for residential bathrooms in 30 years," this new closet was developed in conjunction with the Research and Development Committee of the National Association of Home Builders and will be featured in the N.A.H.B.'s 1957 Research Home. This new closet was acclaimed for its unique design and functional beauty both at the N.A.H.B. show and at recent state plumbing contractor conventions.

Be the *first* in your area to capitalize on this important new fixture! WRITE, WIRE OR 'PHONE US TODAY for complete information.

75th Anniversary

Ingersoll-Humphryes
SINCE 1882

INGERSOLL-HUMPHRYES DIVISION
Borg-Warner Corporation
MANSFIELD, OHIO

Double-check all of these PLUS FEATURES:

SPACE-SAVING—Eliminates traditional bulky, sweaty tank completely from bathroom.

AMAZING VERSATILITY — Furnished with vertical or horizontal discharge to meet every building requirement.



HORIZONTAL DISCHARGE



VERTICAL DISCHARGE

EASY INSTALLATION — Builds into nominal 6" plumbing wall with studs on 16" centers.

IMPROVED SANITATION — Easy to clean, to clean around and under, and to keep clean!

QUIET—No noisy institutional-type blowout! Instead, hushed reverse-trap syphonic-action flushing!

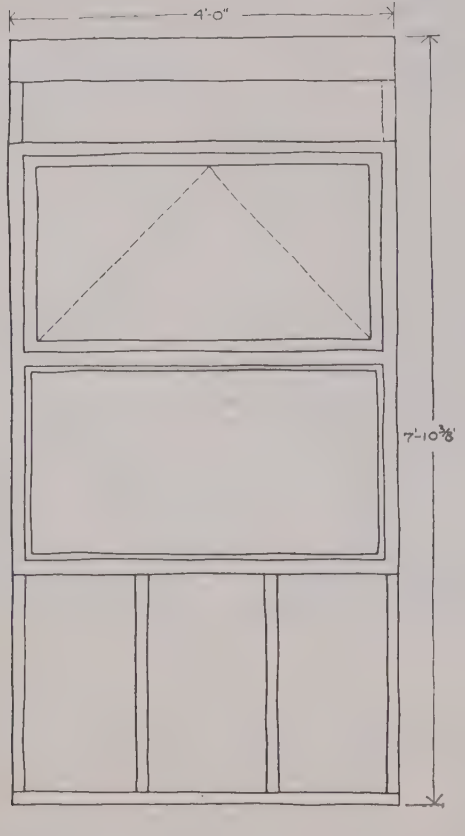
CONVENIENT — Easy access when installed with I-H baked enamel panels (optional). Or you can build in storage cabinet with Dutch doors . . . or medicine cabinet . . . or bookshelves, etc.

LOW COST — No special wall or floor construction and no extra plumbing work. Ingenious design of concealed bowl support eliminates commercial-type chair carrier.

NGINEERING
B-W
RODUCTION

For further details check numbered coupon, p. 292

Here's how Fabrow's new panels compare with others on the market



P. Typical Fabrow panel:

1. Loadbearing, 48" wide out-to-out, 7'—10-⅜" high. Only on-site framing required: continuous 2x4 over the head-

2. Includes: studs, header, window, flashing, screens, all hardware extra. Outside trim (primed). Optional sheathing. Available: storm windows. No insulation.

3. List price, f.o.b. factory: $76.42 (with Thermopane: $117.60). Fabrow Mfg. Co., Toledo, Ohio.



Q. Typical Lureco panel:

1 Loadbearing only after header has been added on the job; 48" *on-center of studs,* 7'—6-¼" high. On-site framing required: 2x6 header over panel; 1x4 under bottom plate and over floor decking. Window installed on job.

2. Includes: studs, ½" plyscore sheathing, Kimsul reflective insulation, 2x6 header, double course wood shakes (painted and primed), plus lag bolt to fasten header to panel.

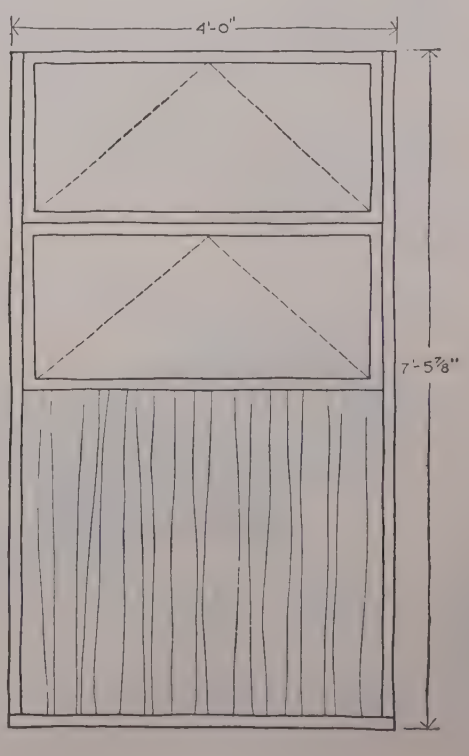
3. List price (will vary with lumber dealer, location and window manufacturer): using Andersen awning window, two sash high at $32.78, plus panel at $7 per lin. ft., approximate minimum cost $60 plus cost of installing window on job. Hardware extra. Note: panel cost of $7/lin. ft. is increased with window or door panel because of extra labor.

R. Typical Fabricators panel:

1. Loadbearing only after header has been added on job, 48" out-to-out, 7'—5-⅞" high. On-site framing required: header.

2. Includes: screens, sheathing, all hardware, weatherstripping, redwood framing dipped to prevent stain and weathering. Trim available but not included. Storm windows also available. Note: Fabricators' panel available in variety of window and panel combinations, as buyer wishes. See H&H, *New Products,* July, '56.

3. List price: with two awning sash, one panel unit, about $80. Fabricators, Inc., South Norwalk, Conn.





This is Matthew Kidawski...

he's a Gold Bond builder. President of Kidd-Kott Construction Co., Inc., he's built more than 500 homes in the Buffalo area —"and I'm sold on Gold Bond Insulation Sheathing!"



This is the home he builds...

here's a home with the added sales appeal of year 'round comfort that Gold Bond Insulation Sheathing brings. "Cooler in the summer —lower winter heat bills."



This is how he cuts costs...

this is how the big 4'x8' panels look when "one man applies 1000 square feet in an 8-hour working day." Mr. Kidawski says he also saves because "there's less waste and breakage—and we don't need corner bracing."

"Less nailing, less handling, less cost with Gold Bond Insulation Sheathing!"

That's how Mr. Kidawski feels about Gold Bond —and he has a 500-house experience to draw on when he makes the statement! Kidd-Kott houses are in the $12,000 to $17,000 bracket—and they offer "more home for the money" with their Gold Bond Insulation Sheathing.

This builder likes the savings he gets on both labor and materials with Gold Bond Asphalt-Impregnated Insulation Sheathing.

You can cut your costs with either of the two types of Gold Bond Insulation Sheathing—the Asphalt-Impregnated or the new Asphalt-Coated and Impregnated.

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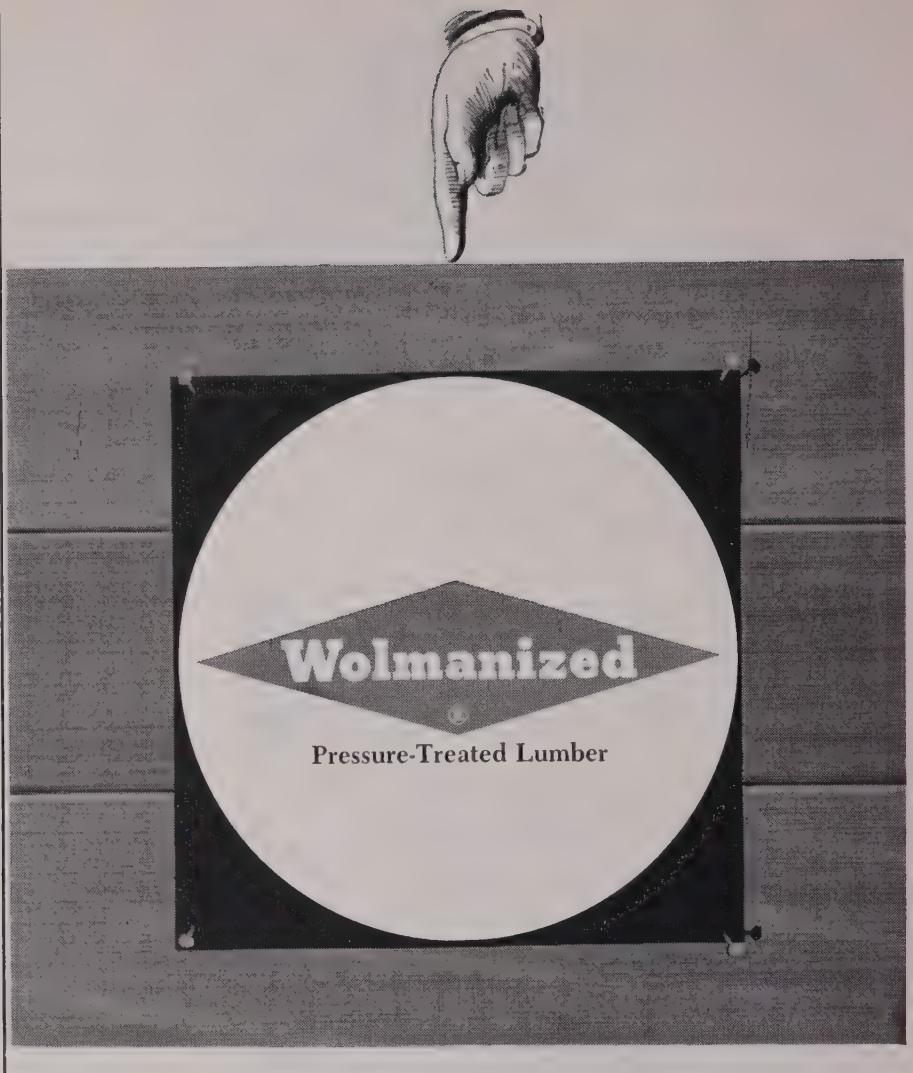
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This protection is achieved by impregnating lumber with "Wolman"® salts preservative at pressures up to 180 psi to force the chemicals deep into and through the wood cells.

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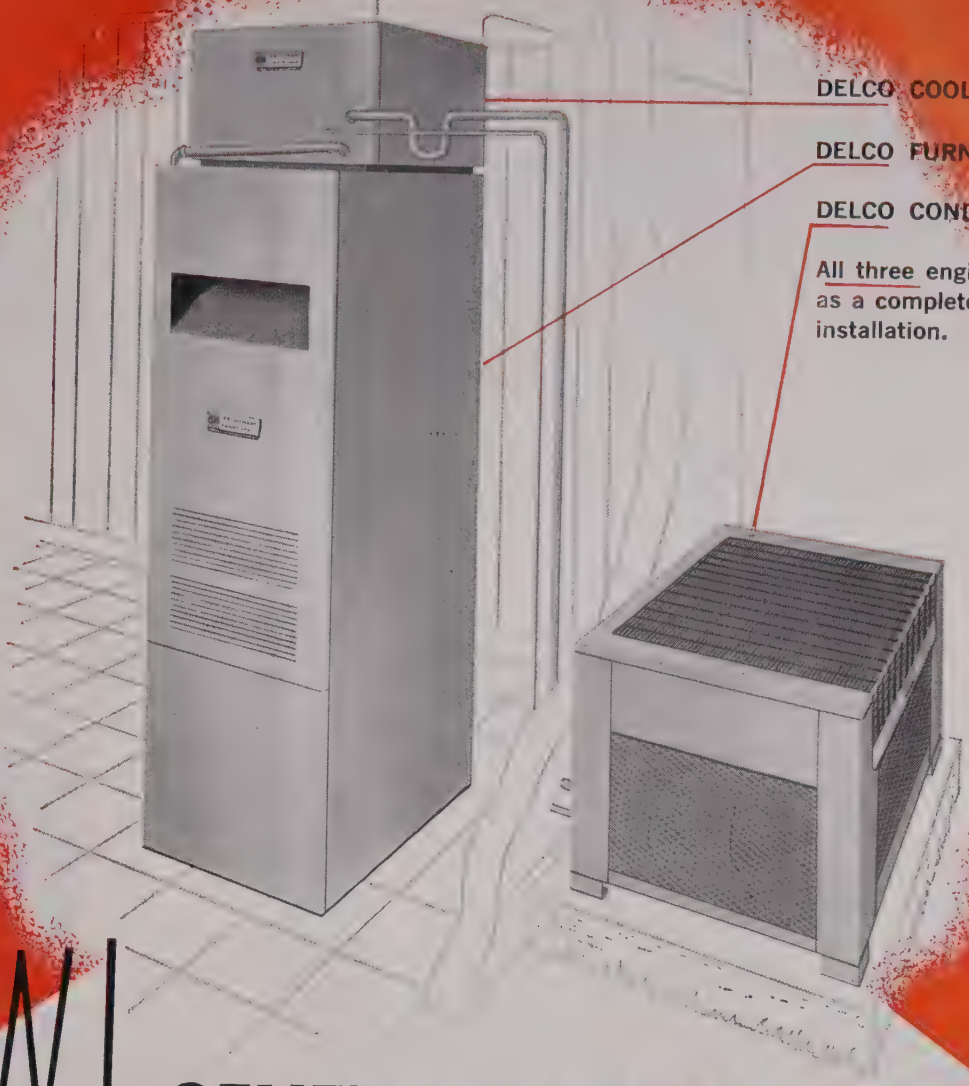
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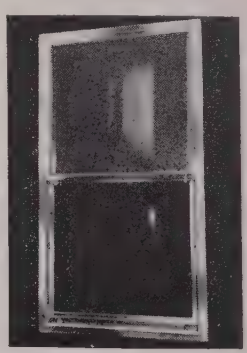
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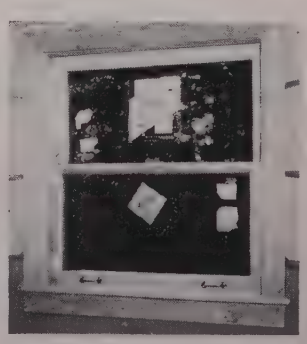
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a. Double-hung window, called the Bilt-Well Super 7, is fully removable, has a flat overhead balance using nylon sash cable, guaranteed for the life of the window unit. Sill is now an integral part of the frame, permitting easy, quick installation of multiple units. Also part of the Super 7 is the patented Superior jamb-liner, which adjusts to climate changes for constant weathertight seal. Super 7 has AWWI seal of approval. Carr, Adams & Collier, Co., Dubuque, Iowa.



b. Aluminum storm window has a master frame of heavy-walled hollow tube extrusion, said to increase strength and service life. Known as "Triple-Matic," it is a triple-track window with tilt and swivel panels. It includes other features: trigger locks for raising, lowering, and locking panels, retainer locks to prevent panel rattle, and reinforced corner construction. Inserts can be tilted for cleaning, and bottom panel adjusts for varying ventilation needs. Windows are completely assembled prior to installation; can be mullioned by overlapping the frame and securing with screw. Keystone Alloys Co., Derry, Pa.



c. Thermal "Air-Seal" windows are glazed with double glass, also have aluminum weatherstripping with a jamb liner to prevent any air leakage. Wood frames are white Ponderosa pine, treated to resist termites. Binswanger & Co., Richmond, Va.

continued on p. 242

CLAY PIPE SERVES Disneyland PAST AND FUTURE

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J. Sam Hammel, Burbank, Calif.

PROJECT ENGINEER:
Louis H. Roth

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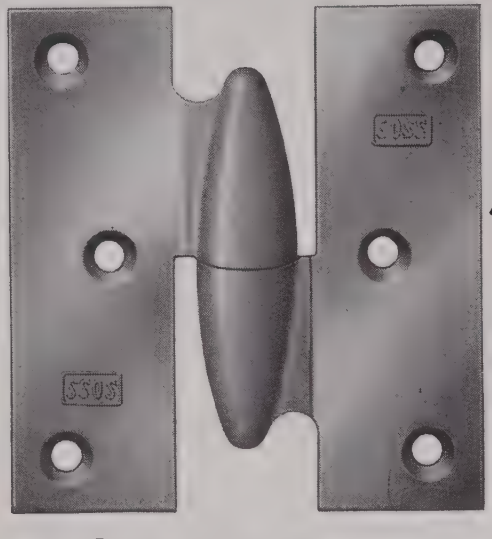
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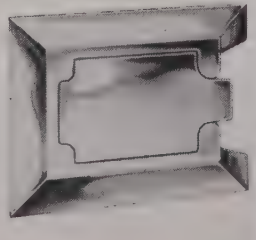
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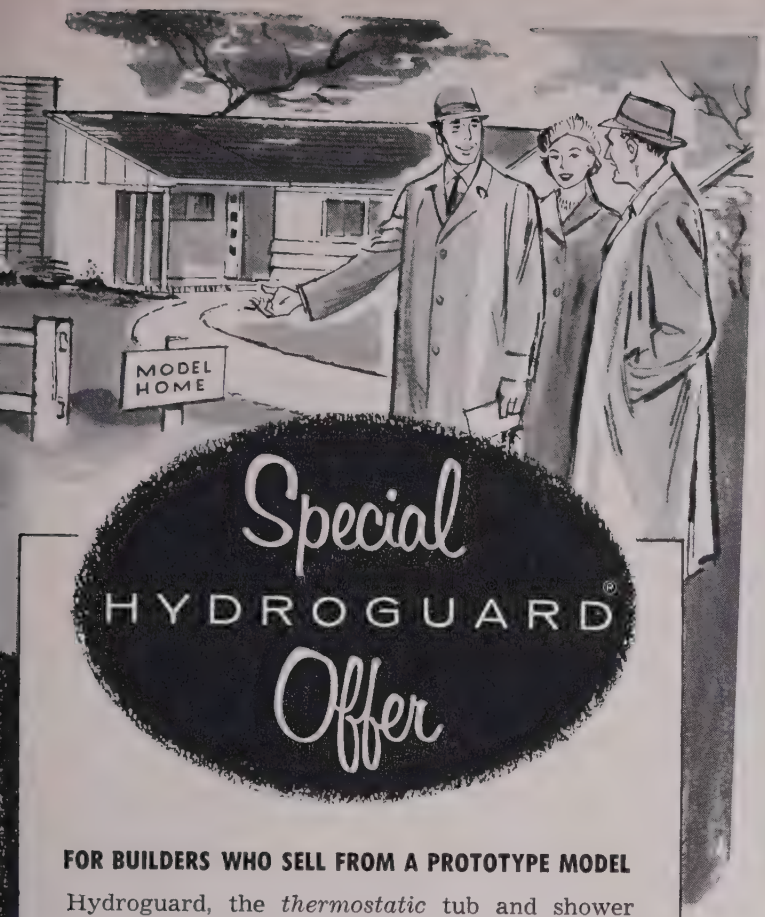


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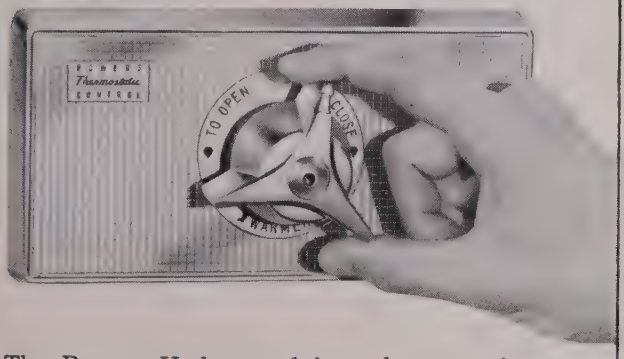
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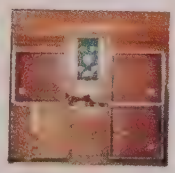
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Look for these homes (in full color) every month in The American HOME Magazine beginning with the June issue.

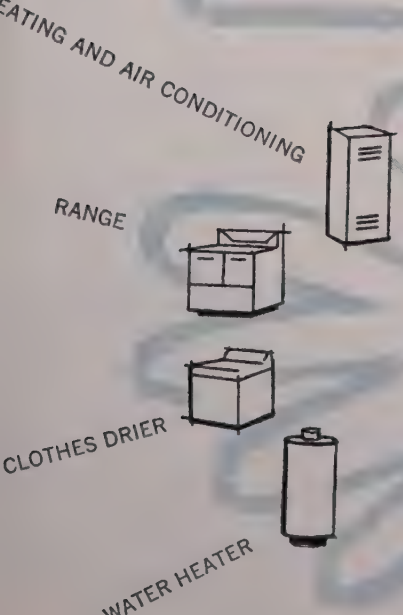


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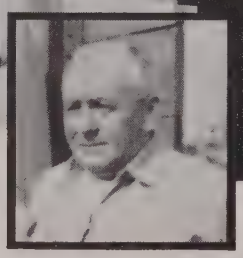
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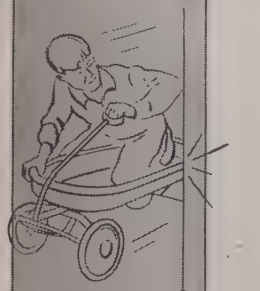
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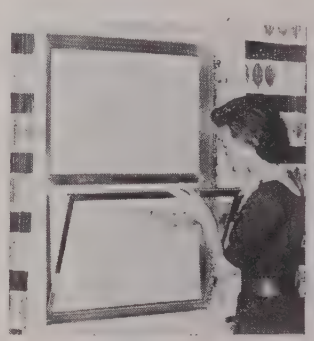
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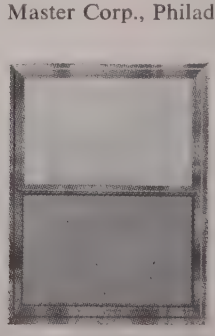
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d. R. O. W. double-hung wood w dows provide pressure-tight all-wea protection, plus the Lif-T-Lox win balance. The Lif-T-Lox does not inter with sash removal, does prevent temp ture changes from affecting windows, operates without any attachment to sash. Side pressure springs compensate sash expansion and contraction. R.C Sales Co., Ferndale, Mich.



e. Swivel-Air combination wind Automatic combination window, to used with a prime window, gives the vantages of double glazing. Window no handles, swivels inward automatic at a touch. Glass inserts are held wit positive-locking mechanism, can be moved from the inside only. Windov custom made, installed to fit any window. Also available as porch enc ures. Cost is $10-11, wholesale, not stalled. Air Master Corp., Philadelphia,



f. Aluminum combination wind is added to the Schumacher line. Kn as "Thermo-Master", it has a double-t design that provides for storage of ei screen or sash when not in use. Sc panel has 18x14 mesh aluminum cloth. F. E. Schumacher Co., Hartv Ohio.

g. Ualco double-hung window of truded aluminum sections has full len stainless steel weatherstripping in channels of jambs, plus bulb vinyl weat stripping at head, sill, and meeting to give closure in any climate. An truded, ¾" wide integral fin elimin

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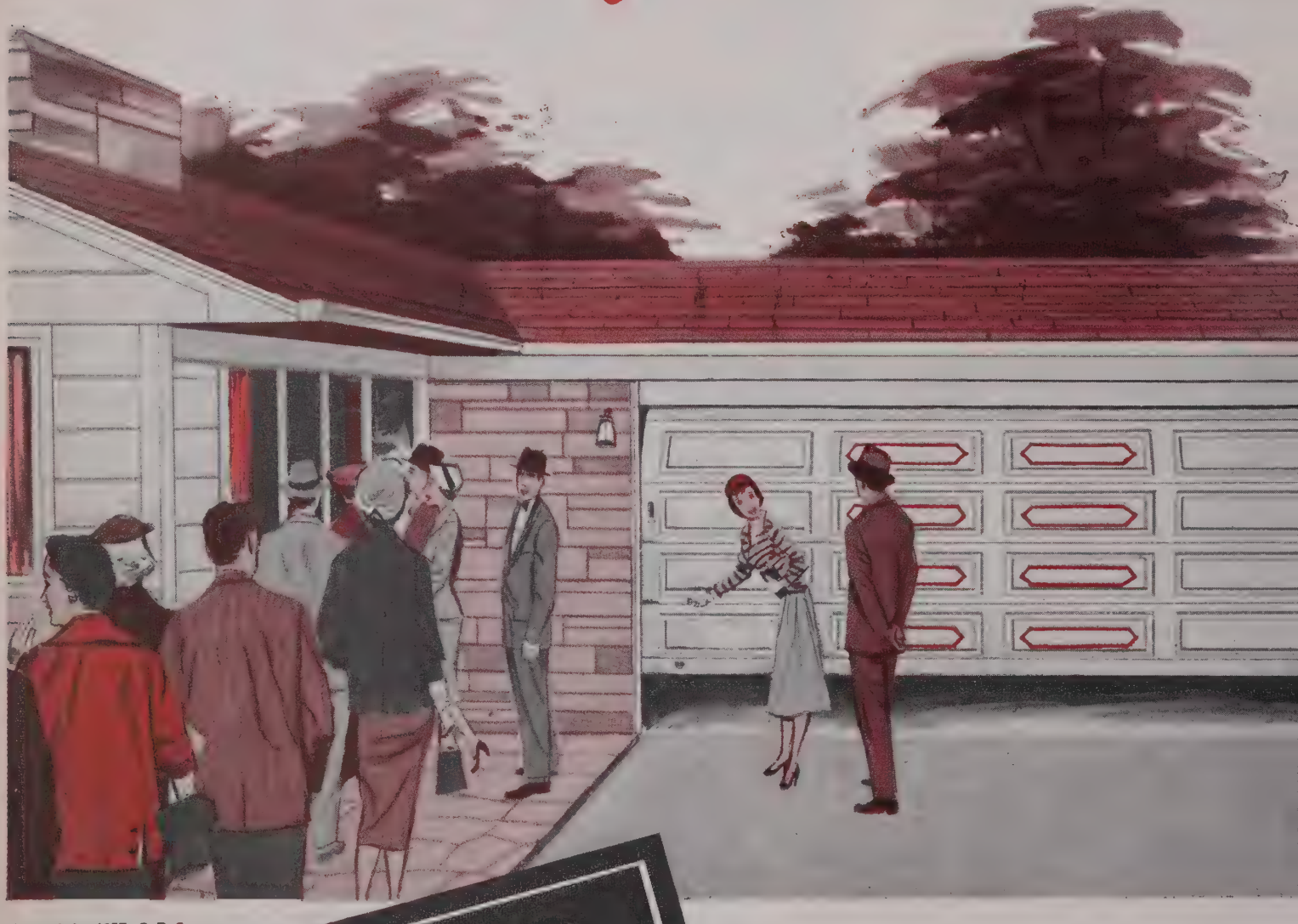
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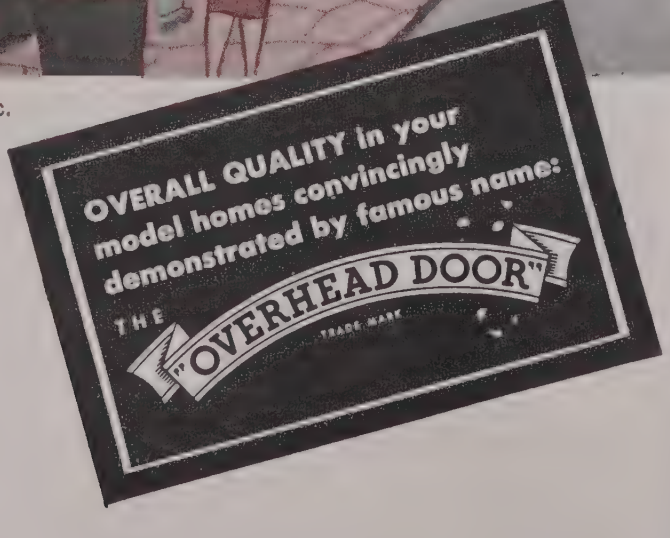
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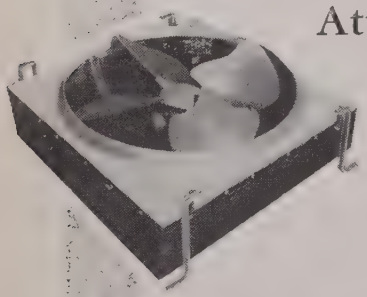
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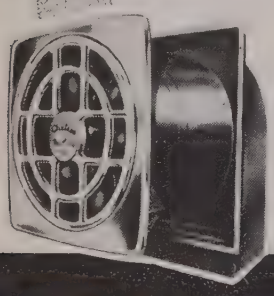


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Kitchen Fans . . .

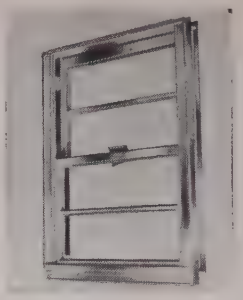
The symbol of luxury construction to most buyers yet priced so modestly that you can install them anywhere.

Chelsea

...Home Cooling has become a "Sales Must"!

CHELSEA FAN & BLOWER CO. INC., Plainfield, N. J. No. 59-22

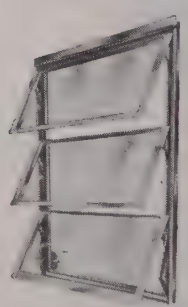
For further details check numbered coupon, p. 292



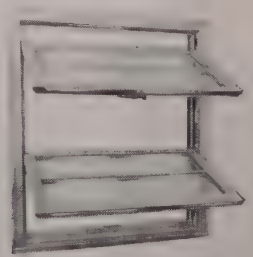
need for exterior trim, allows installation in any kind of construction. Sash is removable; screen and storm sash are installed from inside. Southern Sash Sales & Supply Co., Inc., Sheffield, Ala.



h. Crestline slide-by window has both sash removable. Alumaflex weatherstrip in the head holds sash snug in place, permits its easy removal. A metal drain pan under the metal tracks protect the wood sill from moisture. Retail price of the slide-by unit is about $21.35 for 28″ x 24″ sash, completely assembled and glazed. Silcrest Co., Wausau, Wis.



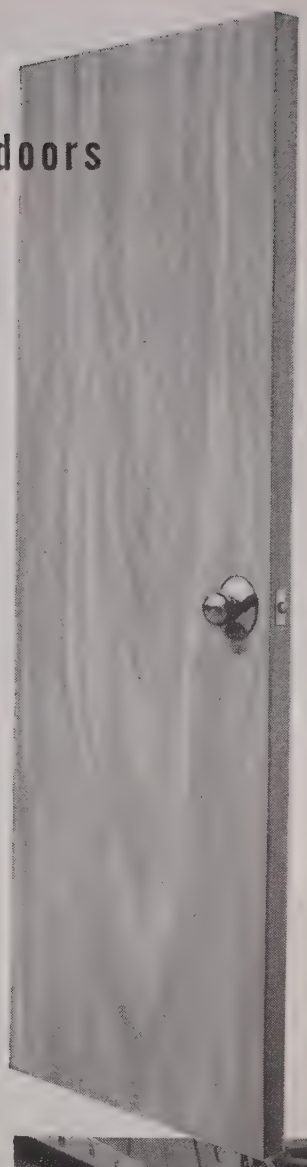
i. Tru-seal awning window line is added to Vampco products. Windows are aluminum, weatherstripped. Can be combined with panels to work as window-wall construction. Formerly made by Tru-Seal Window Co., now manufactured by Valley Metal Products Co., Plainwell, Mich.



j. New wood awning window looks like double-hung but has two ventilating sash which open to give any amount of ventilation up to 100%. Units also available with fixed top sash and operating lower sash, for ventilation equivalent to double-hung window. All operable sash have hinges and locking handles. Windows come with several variations in the number of lights. Malta Mfg. Co., Athens, Ohio.

continued on p. 250

All flush doors may look alike . . . but these 9 reasons prove why America's *Finest* doors are Paine



REZO®

FLUSH DOORS

These nine production photographs show the time . . . craftsmanship, precision, care . . . and highly specialized equipment required for the manufacture of Paine Rezo Doors. Backed by over a century of woodworking experience and more than nine million installations, it's no wonder architects, dealers, builders — and home owners—call Rezo Doors America's finest doors!

For information, write:

PAINE

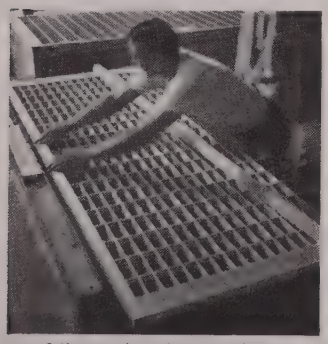
LUMBER COMPANY, LTD.

ESTABLISHED 1853 • OSHKOSH, WIS.

Rezo Doors equal or exceed the requirements of C.S. 200-55



1 All lumber kiln-dried to specific, and uniform moisture content.



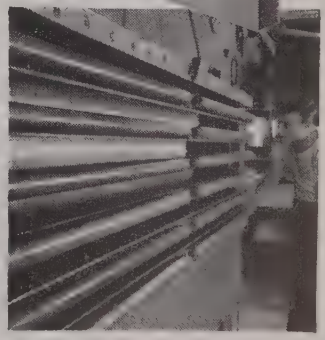
2 Stiles and rails securely fitted. Stiles are 1 7/16" instead of 1⅛".



3 Hand-matched face veneers; the panels ⅛" thick—instead of 1/10".



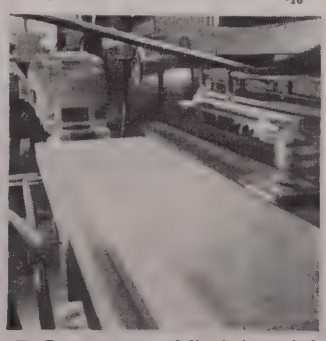
4 A complete coating of resin glue is applied by machine.



5 Accurate assembly is assured by controlled heat and pressure.



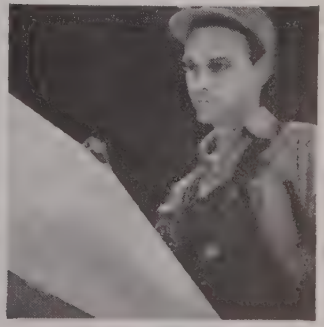
6 Doors pass through a complete conditioning cycle in special kilns.



7 Doors are carefully belt-sanded to a cabinetmakers's finish.



8 Special doors are custom-made by experienced craftsmen.



9 Each door must be painstakingly inspected in oblique light.

NEW for '57

AMERICAN-Standard

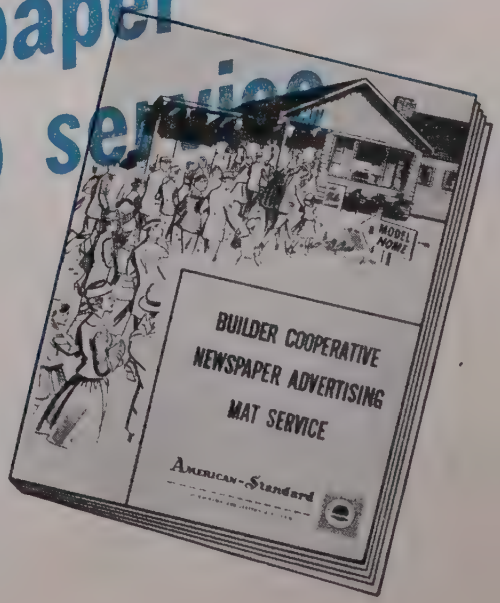
"Blue-Chip" promotional program



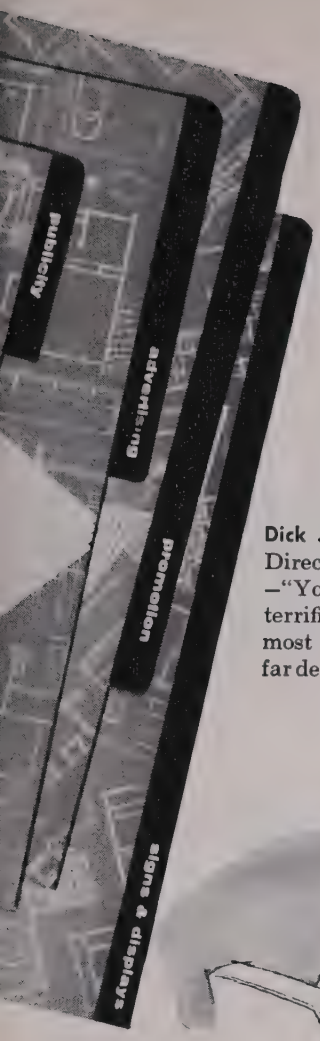
New home promotion kit. Gives latest practical, sales-building ideas on all phases of publicity, advertising, signs and displays. Presents complete, successful sales campaign in quick-to-read language. Get kit *free* from your local American-Standard representative today. Use coupon below.

Now ready to help

Newspaper Co-op service



Aggressive plan supplies you with free ad mats and complete ad layouts. Pays up to 30% of your newspaper space costs. Helps plan strongest newspaper campaign possible at lowest cost.





Color consultant service

Provides builders with latest attractive bathroom color schemes to help merchandise the model home. This service, featuring American-Standard colors, is available from Color Scheme Originals at nominal charge. For complete information fill out and mail coupon.

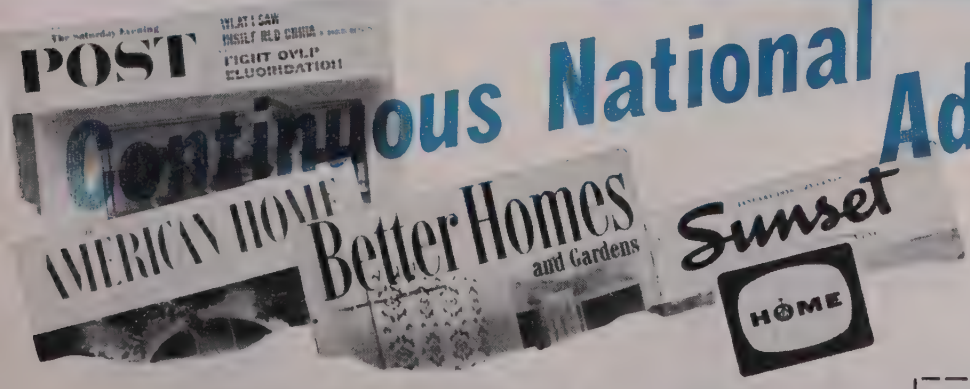
Dick Jones, Advertising Sales Director, House & Home, says —"Your Blueprint for Sales is terrific! I think it's one of the most outstanding programs so far developed for the industry."

27 Builder Representatives and 13 Advertising Specialists



– experienced in developing on-the-job merchandising problems – stand ready to offer you latest, successful advertising ideas and techniques. Let them help plan a complete house-selling promotion for you soon.

you hit the home-sales jackpot!



Continuous National Advertising

Quality American-Standard products are constantly brought to home buyers' attention via network television and leading national magazines. They are convincingly demonstrated on NBC-TV's Home Program and shown in striking full-color ads in the Post, American Home, Better Homes and Gardens and Sunset.

FILL OUT AND MAIL coupon now to get *free* Blueprint for Sales kit or information on the Color-Scheme Originals.

AMERICAN-Standard

PLUMBING AND HEATING DIVISION

AMERICAN-STANDARD, PLUMBING & HEATING DIVISION
40 W. 40th Street, New York 18, N. Y.

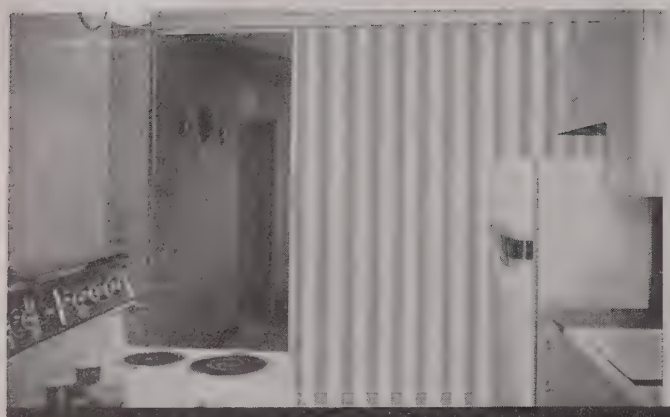
☐ Please have my local representative call and give me *free* the new '57 Blueprint for Sales kit.

☐ Send information on Color-Scheme Originals.

Name ..... Title .....

Business Address .....

City ..... State .....



FOLDOORS to isolate cooking odors



FOLDOORS to close off workshop dust and dirt



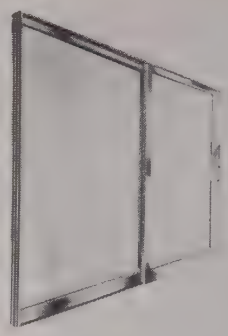
FOLDOORS close off rooms and closets, yet need no door swing area

There's almost no limit to the number of ways a FOLDOOR can improve a modern home. That's why more and more homes are using more and more of them. Can FOLDOOR help build *your* sales? See your local supplier or write to Holcomb & Hoke Mfg. Co., Inc., 1545 Van Buren St., Indianapolis, Indiana.

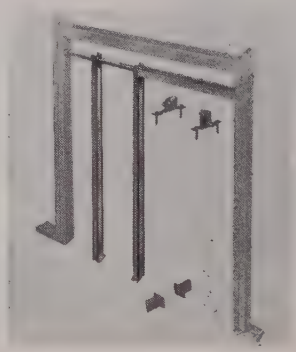
HOLCOMB & HOKE
FOLDOOR
THE SMARTEST THING IN DOORS
®

New Products

For further details check numbered coupon, p. 29



k. Aluminum glass sliding door new Sun Valley Senior, includes major changes over previous models. Some of the new features are a rigid frame that makes possible preassembly and installation before sash is put in; double mohair pile weatherstripping at interlocking stiles; adjustable header with full length continuous strips of mohair pile, and attachable fins to adapt door for use with stucco or shingle construction. Door can be ordered for odd-sized openings also. Sun Valley Industries, Inc., Sun Valley, Calif.



l. Sliding-door pocket-frame set that's completely adjustable is announced by Stanley Hardware. The company claims that one No. 2825 adjustable set replaces from 4 to 10 sizes of standard items. This set fits all standard 2x4 construction; will take all doors 2′-0″ to 3′-0″ wide; 6′-6″ to 6′-8″ high; ¾″ to 1¾″ thick, and up to 80 lbs. wt. Retail price is about $27.50. Stanley Works, New Britain, Conn.

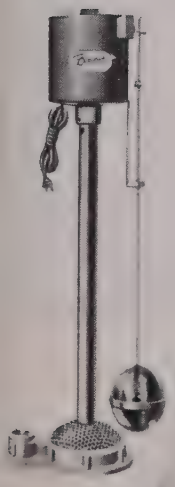


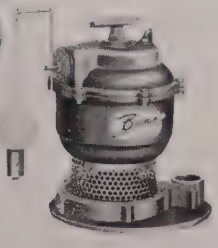
m. Aluminum combination door by Crestline is reversible; the knob set can be on either right or left side of door; needs only a screwdriver for installation. All screw holes are prebored. Door is smooth faced on both sides; shipped with all parts in one carton. Combination door retails at about $40, not installed. Silcres Co., Wausau, Wis.

continued on p. 25

WATER!

When you must supply it...transfer it...or get rid of it...



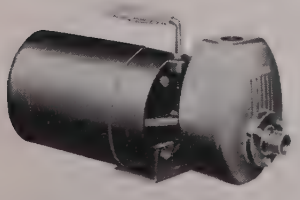


...the sure way is BARNES!

The famous Barnes line is packed with more than 200 versatile pumps and water systems—for most efficient water-handling and reliable water supply. No other line can touch its *completeness*. Here are 4 typical examples that help . . . when you *build* and when you *sell*. For more details, write Dept. U-47.

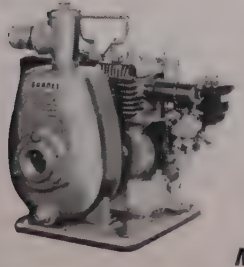
Barnes New Sump Pump Line

—powerful cellar drainers homeowners can rely on! 4 pedestal-mounted models and an all new compact submersible are offered at popular prices. Capacities to 3200 gph—operate dependably at heads to 20 feet. Models in sturdy cast-iron and all-bronze.



Barnes New All-Purpose Self-Priming Porta-Pump

—the new portable electric driven 28-pounder for light water-handling jobs. Capacities to 1440 gph. Can be used with garden hose for watering, washing, circulating, pressure-boosting, draining . . . a low-priced pump ideal for swimming pool needs, too.



Barnes Engine-Driven Portable Self-Priming Centrifugal Pumps

—an extra-capacity ½-h.p. unit designed for extensive dewatering and sizeable water supply. Dependable self-priming for intermittent, on-and-off use. 1½" suction and discharge outlet—5000 gph. Others up to 18,000 gph.

Barnes Multi-Stage Water Systems

—convertible multi-stage unit unmatched for suburban and rural installations. Capacities to 10,500 gph in shallow-well operation with this compact dual-impeller unit. Easily convertible for deep wells to 200 feet.



BARNES MANUFACTURING COMPANY

Mansfield, Ohio

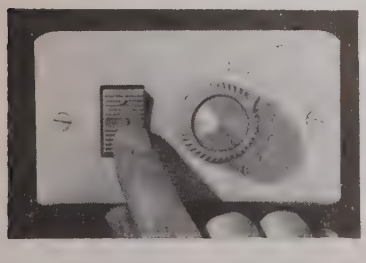
More than 5 million Barnes Pumps have been put into service in homes, farms and factories

Barnes MANUFACTURING CO. MANSFIELD, OHIO

5706



TO START FOLKS TALKING ABOUT YOUR HOUSES... SHOW THEM GENERAL ELECTRIC REMOTE-CONTROL WIRING



It's amazing how often this low-cost item swings big sales! Builders say General Electric's remote-control wiring system generates more buying enthusiasm per dollar spent than almost any feature they show in new houses. It's easy to demonstrate and exciting to "try" . . . a sales "natural" that everyone seems to like . . . offering luxury, convenience and comfort that can be appreciated right away.

General Electric remote-control enables the occupants of a house to control important lights in and around the house from one switching point — from bedside for example, when they hear strange noises at night, or from entrance doors, so that they walk into a fully lighted house. It also permits them to turn one or more lights ON or OFF from many locations.

With all its convenience, G-E remote-control wiring is economical for houses in any price range. The complete installed cost is surprisingly low — averaging throughout the country only about $35 to $70 per house more than conventional wiring. Where else can you find such a sales-building feature at such low installed cost?

For complete information about G-E remote-control wiring, ask your General Electric distributor, or write to Wiring Device Dept., General Electric Company, Providence 7, R. I.

Progress Is Our Most Important Product

GENERAL ELECTRIC

NEW Capitol PRIME SLIDING WINDOW

SIMONS STEEL PRODUCTS CORP.
127 Frelinghuysen Avenue
Newark, New Jersey Bigelow 3-3605

January 8, 1957

U. S. Rock Wool Sales Co.
220 West South Temple
Salt Lake City 1, Utah

Attention: Mr. V. Ross Ekins, Jr., Manager

Dear Mr. Ekins:

We acknowledge receipt of your letter of December 17th requesting information on the Capitol Door Company, and wish to apologize for not replying sooner.

We are pleased to inform you that we highly recommend your taking on Capitol Prime Sliding Windows as a distributor and would like to give you the following information.

With respect to Product Acceptance, we introduced this Capitol Window on our market against all leading competition and are pleased to inform you that the building trade has accepted it 100%. We can assure you the features about the Capitol Window are terrific. The proof of this matter is that we have concluded over ten (10) firm orders during the past three months over all leading competition. On one job, we are delivering 369 houses during the months from January to March.

On Delivery, Capitol has given us excellent cooperation, to the extent where their execution has us overwhelmed.

Mr. Les Randall, and his staff of engineers have been exceedingly helpful and are always ready to assist us whenever there is any question of a technical nature to be discussed.

We have dealt with several good window manufacturers, and can assure you none have equalled the performance and cooperation of Capitol.

Very truly yours

S. Salacinski
Sales

SS/js

"building trade has Accepted it 100%..."

MR. BUILDER: This letter from a leading New Jersey Distributor can show you the solution to your prime window problem . . .

Builders all over America are switching to Capitol Prime Sliding Windows to add extra eye-appeal to their homes and cut their construction costs. The attractive, modern design . . . positive weather-tight seal and trouble-free operation of Capitol Prime Sliding Windows make an immediate impression on prospective home buyers. Send for builder information and facts on the exclusive Capitol Window features that help sell your homes and lower your building costs.

DEALERS-DISTRIBUTORS: Investigate the profit potential the Capitol Line holds for you. Send for franchise information today.

CAPITOL PRIME SLIDING WINDOWS PASS BRUTAL HURRICANE TESTS . . .

Following recent tests at the University of Miami Housing Research Laboratory, test officials had this to say . . .

"The report covering the AWMA Water Infiltration Test conducted on the Capitol Products Single Slide Window has been forwarded to the Pittsburgh Testing Laboratory. We are pleased that your window met the AWMA requirements so easily.

We feel that the performance of this window was considerably above average as a result of extremely tight weather stripping."

A complete copy of this test report will be sent you on request.



CAPITOL PRODUCTS CORPORATION
Mechanicsburg 51, Pennsylvania Phone: POplar 6-4716

I would like complete information on the Capitol Products checked:
( ) Prime Sliding Windows ( ) Storm, Screen & Jalousie Doors
( ) Capitol Rolling Doors

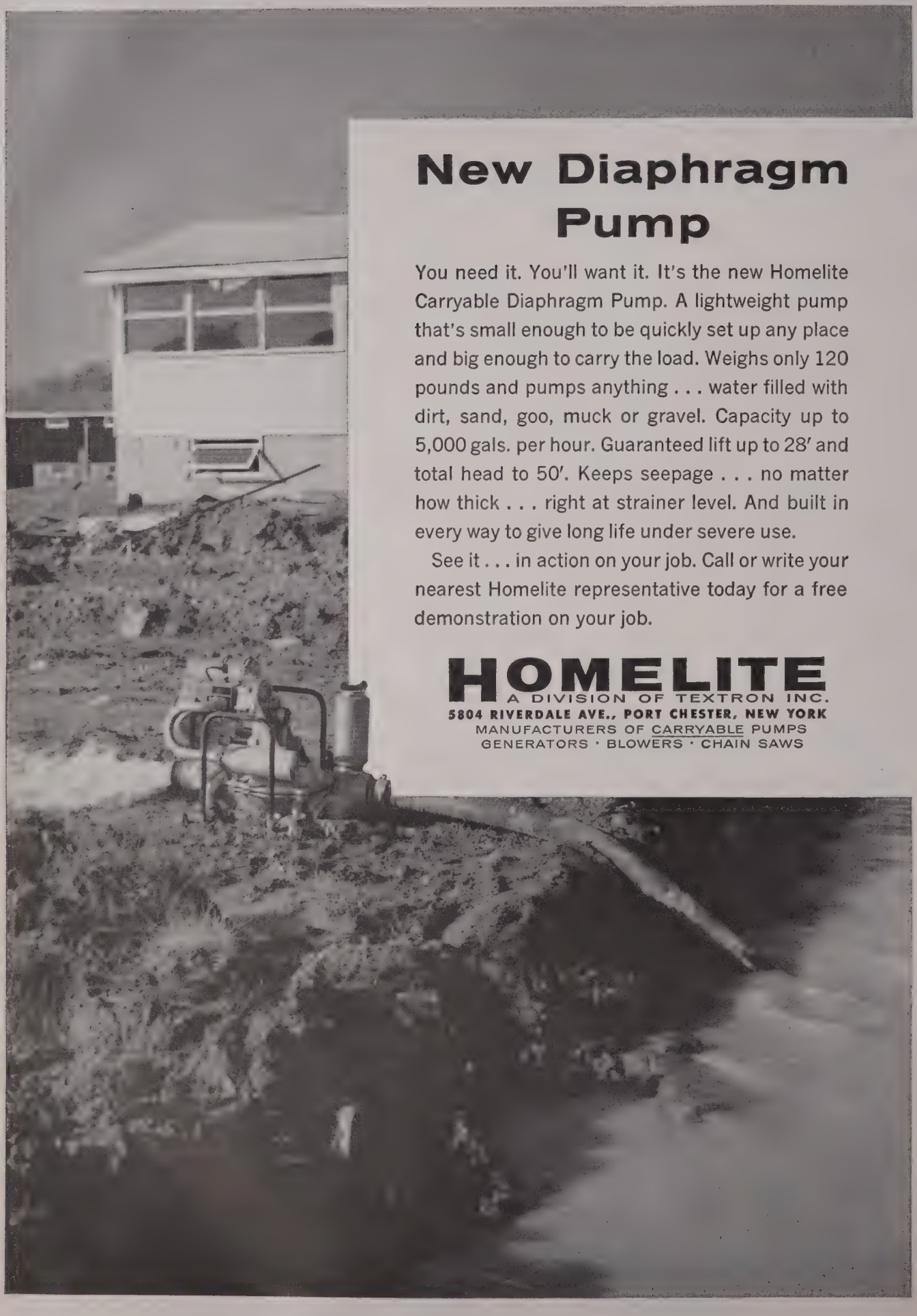
Individual_____

Company_____

Address_____

City_____ State_____

I am a ( ) Builder ( ) Dealer ( ) Distributor



New Diaphragm Pump

You need it. You'll want it. It's the new Homelite Carryable Diaphragm Pump. A lightweight pump that's small enough to be quickly set up any place and big enough to carry the load. Weighs only 120 pounds and pumps anything . . . water filled with dirt, sand, goo, muck or gravel. Capacity up to 5,000 gals. per hour. Guaranteed lift up to 28′ and total head to 50′. Keeps seepage . . . no matter how thick . . . right at strainer level. And built in every way to give long life under severe use.

See it . . . in action on your job. Call or write your nearest Homelite representative today for a free demonstration on your job.

HOMELITE
A DIVISION OF TEXTRON INC.
5804 RIVERDALE AVE., PORT CHESTER, NEW YORK
MANUFACTURERS OF CARRYABLE PUMPS
GENERATORS · BLOWERS · CHAIN SAWS

For further details check numbered coupon, p. 292

Complete Line of Homelite Carryable Construction Equipment Now Available



Self-Priming Centrifugal Pumps . . . Carry these lightweight, dependable pumps anywhere. Non-clogging design . . . 28 foot suction lift . . . capacities up to 15,000 g.p.h. . . . sizes from 1½″ to 3″. Diaphragm pump also available.



Chain Saws For Every Job . . . Now you can choose from a full line of lightweight, powerful Homelite chain saws. From 3½ to 7 horsepower . . . 19 to 29 pounds. Brush cutting and clearing attachments are available to handle all your cutting jobs.

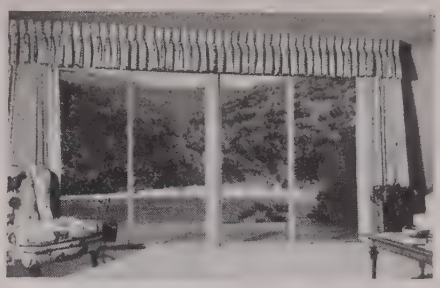


Carryable Gasoline Engine-Driven Generators . . . Lightweight Homelite generators can be carried and used anywhere to provide high-cycle and 115 volt power for your electric vibrators, tools, and floodlights. Complete range of sizes up to 5,000 watts . . . all standard voltages.

HOMELITE

a division of Textron Inc.

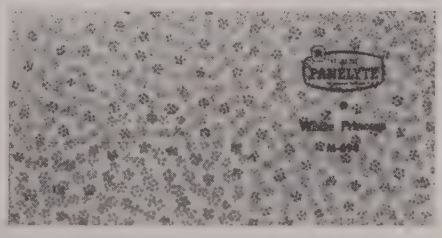
PORT CHESTER, NEW YORK



n. Capri slidng glass doors in the "Cadet" line are designed so that the two aluminum light units are completely interchangeable, either right or left hand sliding. All two light units may be installed to slide either way. The slide may be decided at time of installation or changed at any time with no extra hardware or equipment needed. Two light unit is available in 6′ 8′, or 10′ width. T. V. Walker & Son, Inc., Burbank, Calif.



o. Snap-on metal weatherseal in three shapes was recently introduced by Schlegel for windows and doors. The rigid stainless steel strips can be press fitted or crimped to a glass or metal sliding section, providing a bearing surface that doesn't require lubrication, repels water, gives tight protection against dust, insects and weather, is said not to stick or bind and adjusts to irregularities in sill surfaces. One variation has a "V" metal body with pile on each leg; second as a "U" body with pile on one leg and across the top; third has a tight "U" shape with one leg bent double with all exposed surface pile lined. Schlegel Mfg Co., Rochester, N. Y.



p. Princess Panelyte is one of three new St. Regis patterns in melamine plastic laminates. Princess is a design of abstract flowers on a background of ten handsome colors. Another new pattern is Panelyte Coppertone which has a rich antique finish. Besides its application for counter tops and work surfaces, Coppertone is also available in standard size sheets, glossy and satin finish and is available in the post-forming grade. Galaxy, the third pattern, has a metallic surface showered with tiny flecks of gold and silver against a solid background of white, black or gray. It is available only in the 30″ x 72″ and 36″ x 72″ sheets. St. Regis Paper Co., New York 17, N. Y.

continued on p. 258

Nature's Own Masterwork



Matching floors and walls . . . a striking feature in paneled rooms . . . add beauty and charm to this room finished in solid Appalachian Hardwood panels.

Appalachian

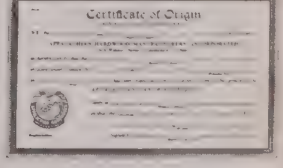
HARDWOODS

Richest·Warmest·Most Finely Grained for distinctive solid paneling that does sell homes

"Extras" sell homes. But architects and builders now face this hard fact: "Extras" have become standard in America's new homes. To achieve true distinction and real warmth in a home . . . use *solid* paneling in the rich, warm patterns found in Appalachian Hardwoods. Unique geographical factors in the mountains between Maryland and Georgia have combined to produce these striking woods of exceptional richness, warmth, color and durability.

Inexpensive enough for moderate priced homes, yet distinctive enough to add charm to the most expensive. Handles easily in millworking. Two coats of wax preserve lifetime in beautiful natural color . . . no cracking, no peeling. Available in pre-cut sizes.

Wide variety available: Hard Maple, Red Oak, Chestnut Oak, White Oak, Birch, Yellow Poplar, White Ash, Butternut and Beech.



Write for FREE Color Brochures & Specifications.

Look for this Certificate of Origin, available from members of AHMI. It is your assurance of authentic Appalachian Hardwoods.

APPALACHIAN HARDWOOD MANUFACTURERS, INC.

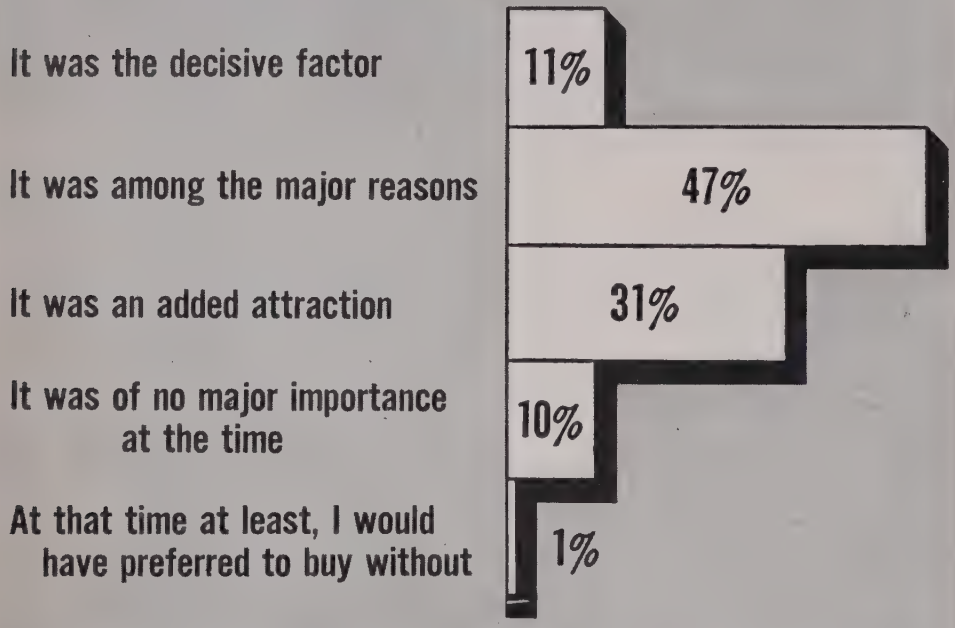
414 Walnut Street Cincinnati 2, Ohio

A trade association proudly representing the Appalachian Hardwood producing industry

Du Pont survey finds—

89% of owners of air conditioned homes say benefits of air conditioning helped swing the sale

WHEN ASKED IF THE FACT THAT THE HOUSE WAS OR COULD BE AIR CONDITIONED INFLUENCED THEM IN BUYING IT THEY REPLIED:

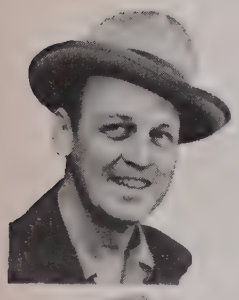


Du Pont's recent nationwide survey shows a majority of buyers of air conditioned homes rate air conditioning a factor influencing the sale. 11% called it the decisive factor; 47% said it was one of the major reasons; 31% termed it an attractive feature. It all adds up to a mammoth 89% who were influenced to buy their homes because of central air conditioning.

Over 80% of the owners reported that the house they inspected before buying was equipped with air conditioning. Where builders stressed its benefits—general comfort, uniform household coolness, more healthful living conditions, clean air—the result was a strong influence on the prospect's decision to buy.

Du Pont's survey dramatizes what many successful builders know from experience—*air conditioning sells homes.*

SUCCESSFUL BUILDERS KNOW AIR CONDITIONING SELLS HOMES



"We're building 368 new homes, all air conditioned because buyers demand it,"
reports D. E. Lunt, Irving, Texas



"Prospects line up to view our air conditioned house,"
states C. H. Ellaby, St. Louis, Missouri

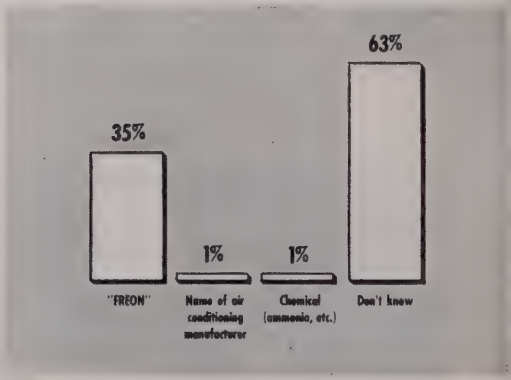


"Our homes include air conditioning right from the drawing board,"
says Leon Weiner, Wilmington, Delaware



"Air conditioning gives us a distinct sales advantage in our $17-23,600 homes,"
notes John Maultsby, Kansas City, Kansas

35% identify "FREON"* as their refrigerant



Over one-third of owners surveyed readily identified Du Pont "Freon" as the refrigerant in their air conditioning systems. That's an impressive measure of the widespread brand recognition "Freon" has gained in its 26 years on the market.

To guarantee your home buyers years of trouble-free refrigerant performance from their central air conditioning systems, always specify "Freon." It's acid-free, pure, dry and *safe.* "Freon" is nonflammable, nonexplosive, noncorrosive and nontoxic. You can't buy a better refrigerant than Du Pont "Freon."

Freon Products Division, Wilmington 98, Del.

DU PONT
REG. U. S. PAT. OFF.

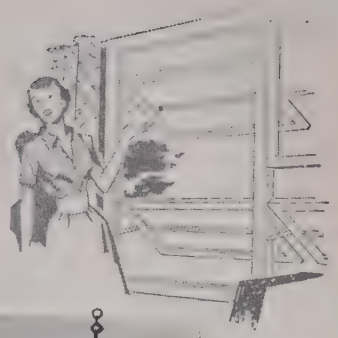
FREON REFRIGERANTS

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

*"Freon" is Du Pont's registered trademark for its fluorinated hydrocarbon refrigerants.

NEW

MALTA presents an exciting window that will attract more home buyers in '57





"MALTA Town and Country"

DOUBLE AWNING WINDOW UNIT

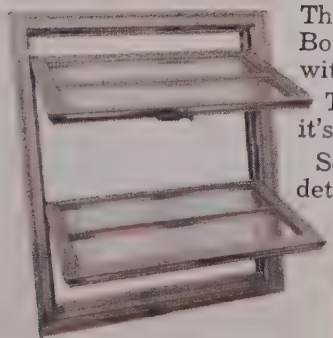
In step with today's building trend, Malta introduces a completely new . . . economical . . . easier-to-install . . . double awning wood window unit.

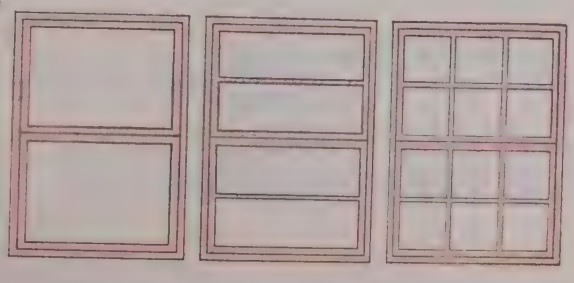
The Town and Country offers great new features for attracting more home buyers and lowering building costs.

It is precision built of quality materials and fully weatherstripped. Thin, trim, modern lines add smart styling . . . let in plenty of light. Both sash open wide for 100% ventilation. Best of all — it goes fine with every architectural style.

Town and Country is the window everyone has been looking for . . . it's here, now . . . so, look into it today!

See your window dealer or write Malta for complete details on the Town and Country.





Town and Country windows come in a full range of sizes and light variations adding beauty and style to Traditional and Contemporary homes.

THE Malta MFG. CO.

Sales Office: Athens, Ohio

Supreme Quality Since 1901
Member Ponderosa Pine Woodwork Assn., and N.W.M.A.

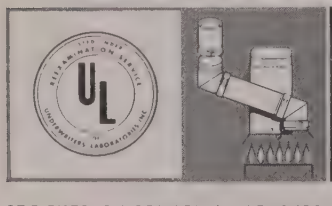


NEW SAFETY SYSTEM SEAL SAYS "SAFE, MODERN GAS VENT"

It means that the complete gas vent has been designed and installed in accordance with the Metalbestos "Safety System." This new System is based on an established, field-proven scientific principle governing vent design and installation procedure.

Attached to your installation, this seal advertises to building inspectors and home buyers that you have built permanently safe, efficient gas venting into your homes.

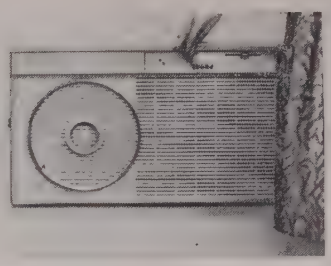
For complete information on the new Metalbestos "Safety System," write Dept. D-4.



METALBESTOS DIVISION
WILLIAM WALLACE COMPANY · BELMONT, CALIF.

STOCKED BY PRINCIPAL JOBBERS IN MAJOR CITIES. FACTORY WAREHOUSES IN AKRON, ATLANTA, DALLAS, NEWARK, DES MOINES, CHICAGO, NEW ORLEANS, LOS ANGELES

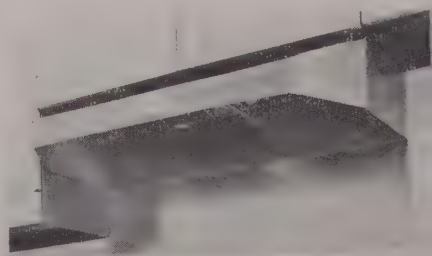
For further details check numbered coupon, p. 292



q. Through-wall air conditioner by Fedders has a special shell for mounting the unit in any size or type of wall construction. Shells are available with a front-to-back dimension of 16", or 19" for thicker walls. Both sizes are made of heavy-gauge steel with lintel-like re-inforcing members and a perforated mounting flange designed to prevent hairline plaster cracks on interior walls. Shells are available separately for delivery to building site to meet construction schedules, have an outer louvre plate which is removable from inside the building in case of damage. New "Wall-Fit" models are 16¼" high, match standard and jumbo brick coursing and can fit under windows with either convectors or baseboard radiation. Models begin with ¾ hp 7½ amps deluxe supreme, sell for about $314.95, range from 1 hp up to 1½ hp units that sell at about $449.95. Fedders Quigan Corp., Maspeth, New York.



r. 1957 model Electro-Klean is improved dry-cell type electronic air filter for home use; removes up to 90% of dust, pollen, etc., from air, according to manufacturer. Unit is priced at about one-half cost of earlier models. Installed on return air side of any forced air furnace or air conditioner, it requires no water or sewer connections, no special wiring. It uses existing duct work. American Air Filter Co., Inc., Louisville, Ky.



s. New Jet-Flo Hood Fan is designed to move more cubic feet of air per, minute than any other design, according to the manufacturer. Housing for 8" fan is factory-installed in top of hood to cut installation time, and hood is prewired to outlet box. Hood's angled corners let adjacent cabinet doors open fully. This Nutone 1100 series is available in 30", 36", 42" and 48" sizes, and priced from $45.95 to $54.50 retail. Matching splash plate is extra. Nutone, Inc., Cincinnati, Ohio.

continued on p. 27

with its genuine charm and obvious good taste, naturally

CEDAR SELLS HOMES

The distinctive beauty of a cedar shingle roof . . . architecturally blended with colorful cedar shingle or shake walls, adds important sales appeal to *any* home design. Your best prospects know and respect the difference between genuine cedar and make-believe compromises. Join the profitable trend to *naturalness* in home exteriors, and you will find *"your best outside salesman is cedar!"*

designed and built by Randolph Parks, Sacramento, Calif.



RED CEDAR SHINGLE BUREAU
5510 WHITE BUILDING, SEATTLE 1, WASHINGTON
550 BURRARD STREET, VANCOUVER 1, B. C.

THIS MARK OF QUALITY *adds* much more value and sales appeal to

YOUR MODEL HOME



install RAYNOR DOORS

the brand name every buyer knows and respects!

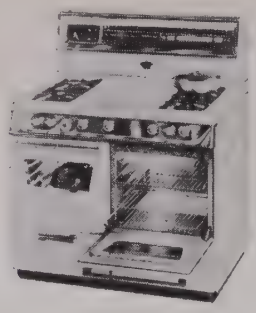
The quality of your model home is greatly enhanced when prospective buyers see the name RAYNOR on the garage door. Your reputation for using first class materials throughout the house is immediately established . . . your homes take on added sales appeal. RAYNOR doors are designed and engineered for a lifetime of service and lasting customer satisfaction. Install RAYNOR doors for faster sales!

RAYNOR
MANUFACTURING COMPANY
DIXON, ILLINOIS

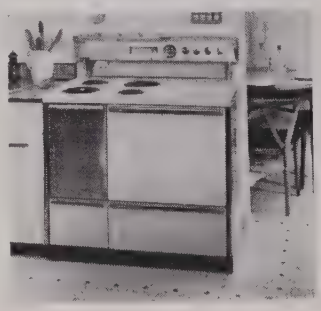
Raynor Manufacturing Company
Dept. HH-457, Dixon, Illinois
Please send descriptive literature and the name of my nearest Raynor representative.
*Name*_____
*Street*_____
*City*_____ *Zone*____
*County*_____ *State*_____

BUILDERS OF A COMPLETE LINE OF WOOD SECTIONAL OVERHEAD DOORS

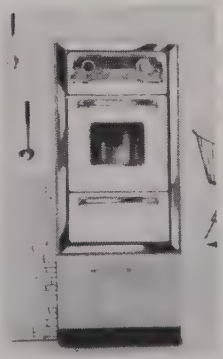
For further details check numbered coupon, p. 202



t. Tel-a-Tronic signal center on new Gaffers & Sattler automatic gas range shows at a glance what's cooking on the range. Seven-sectioned panel lights up and flashes messages individually, according to cooking being done. When range is not in use, frosted glass panel is blank. Messages announce what units are on and in the case of the oven and automatic griddle, also tell when they are ready for use. Gaffers & Sattler, Los Angeles 58, Calif.



u. GE's new Keyboard range has push-button piano keys atop the control panel that give five heat settings on three of the surface units with "Tel-A-Cook" colored lights to show at a glance what's on and at what speed. Fourth unit is a new 2-in-1 extra hi-speed unit. Range has the squared-off lines that typify the built-in look of GE's '57 line of free-standing units. General Electric, Louisville 1, Ky.



v. Built-in oven-broiler unit fits cut-out dimensions of previous Caloric units but the oven is 1¼" deeper to give more cooking capacity. Model includes among its features a "Roto-Roaster" rotisserie and an automatic meat thermometer. Another new improvement is said to be the silicone oven door seal. It is mounted with a continuous strip of stainless steel; the silicone is heat-resistant, doesn't absorb greases and wipes clean. Unit is available in porcelain enamel in white and five colors, plus coppertone and metal finishes. Caloric Appliance Corp., Philadelphia, Pa.

continued on p. 264

A "MUST" FOR EVERY
MODEL HOME!
SHOW MORE and SELL MORE with AMERICA'S FAVORITE . . .

TALK·A·RADIO



NO HOME IS "REALLY MODERN" WITHOUT A BUILT-IN TALK-A-RADIO

RADIO·MUSIC·INTERCOM

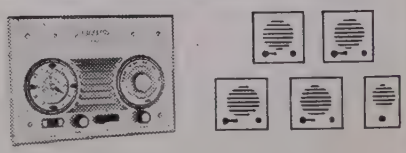
This exciting new Talk-A-Radio has everything—all of the finest electronic luxuries of radio, combined with music and room-to-room intercom.

It's the SAFE, CONVENIENT way to answer the door, "sit" with the baby, monitor any room in the house, and save a "million steps a day".

LOADED WITH EXTRAS!

Complete selectivity of rooms is yours with Talk-A-Radio. Calls may be originated or answered from any room, without pre-setting the master unit. The person answering an intercom call does not have to move to the speaker-mike to communicate . . . all switching is done by caller. Automatic timer turns radio on or off . . . even operates an appliance, automatically!

THE BUILDER'S FAVORITE
. . . *(and most effective)*
Selling Tool!
TALK·A·RADIO



- Builders everywhere acclaim Talk-A-Radio's "selling power" in attracting customers and closing sales!
- Complete Radio and Room-to-Room Intercom for SIX or more rooms . . . with appliance outlet and phono-jack.
- Low in Cost! Easy to Install!
- Available in 14 Decorator Colors!

Model 1008-U, U. L. approved, RCA licensed.

TALK·A·RADIO MFG. CORP.
5641 DYER ST. DALLAS, TEXAS



Fenestra® Continental Door

This door opens new sales opportunities

It's a Fiberglas-screened sliding door—big selling feature for your new houses!

Doors like this are fast becoming an essential part of home building. They appear in 24 of the 57 houses this magazine chose last fall as most likely to influence new homes sales. Packaged for easy handling and fast assembly, they provide at little cost the big plus of indoor-outdoor living in *your* new homes.

With Fiberglas* Screening—strongest ever made—sliding doors have extra sales appeal. This screening covers large areas with no danger of denting, provides better see-through visibility. That's why it is becoming standard in top-quality sliding doors.

What's more, Fiberglas Screening can't bulge, stretch or shrink, weathers well and offers a choice of colors. Perfect for screened patios, porches and enclosed outdoor areas. Available in widths up to 72", goes up quickly and needs less framing.

Free Booklet—new ideas in patio design by architect George Cooper Rudolph. Write: Owens-Corning Fiberglas Corp., Dept. 67-D, 598 Madison Avenue, New York 22, N. Y.

OWENS-CORNING

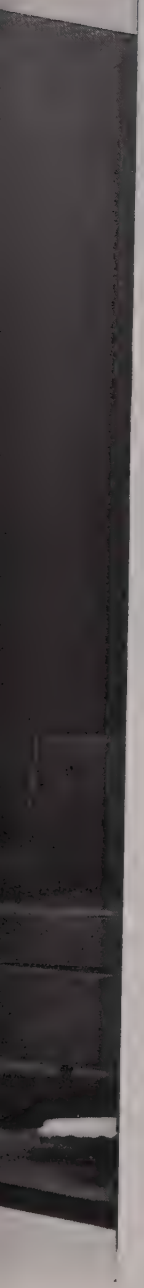
FIBERGLAS

*T-M. (Reg. U.S. Pat. Off.) O-C.F. Corp.



Aluminum-framed Fiberglas* screens are available for the New Fenestra Continental Gliding Glass Doors. This modern screen cloth gives you many advantages over conventional materials. Ask your Fenestra representative to demonstrate them!

*TMOCF Corp.



THIS DOOR SELLS HOUSES AS EASILY AS IT GLIDES OPEN!

NEW Fenestra Continental sets the standard of quality for aluminum gliding glass doors.

Your prospects' first touch proves the extra "built-in" quality of the New Fenestra® Continental Aluminum Gliding Glass Door. It opens smoothly and easily and quietly . . . even with the extra weight of double glass. It has the solid feel you get when you open and close the door of a fine car.

Designed for insulating glass—The Fenestra Continental is the *first* gliding glass door truly designed for double glazing. It is extra strong and rigid. It glides on heavy-duty, *tandem* naval bronze rollers equipped with Torrington needle bearings. It's *double weather-stripped* to seal out wind, water, dust and cold. Regardless of your location or climate, you can sell the modern living freedom and beauty of gliding glass walls when you feature the New Fenestra Continental in your homes. Of course, it is easily adapted to single glass, if desired.

Packaged for easy handling and installation—The Continental is supplied KD and packaged in a strong corrugated carton complete with hardware. Frame and door panels are quickly and easily assembled on the job or in your shop. Snap-in beads cut glazing costs.

From the jewel sparkle of its custom hardware to its gleaming lifetime anodized finish, the New Fenestra Continental answers your demand for a truly fine aluminum gliding glass door. This is the door that you can install in your model home with pride. This is the door with the extra quality to stop service problems and "call-backs" on the houses you sell. This is the door that proves to your prospects the quality of materials you use.

Your Fenestra representative—listed in the Yellow Pages—can show you a sample of the New Fenestra Continental Gliding Glass Door. He can give you complete details on types, sizes, and prices. Call him, today, or mail the coupon below.

Fenestra
INCORPORATED
GLIDING GLASS DOORS
Your Single Source of Supply for
DOORS • WINDOWS • STRAND GARAGE DOORS

Fenestra Incorporated
Dept. HH-4, 3401 Griffin St.
Detroit 11, Michigan
Please send me more information on the New Fenestra Continental Aluminum Gliding Glass Door.

NAME_____

FIRM_____

ADDRESS_____

CITY_____ STATE_____

For further details check numbered coupon, p. 293

look at it



see the REAL VALUE engineered in

Unique

SASH BALANCES

The spiral rod is engineered with "changing pitch" the feature that provides accurate BALANCE of sash at any position. Do not overlook this vital advantage, it costs no more and is available only in UNIQUE Sash Balances, for residential use.

Modern double-hung windows balanced with UNIQUE assure lifetime trouble-free operation. Their value is unmistakable . . . just look and see!

Send for catalog

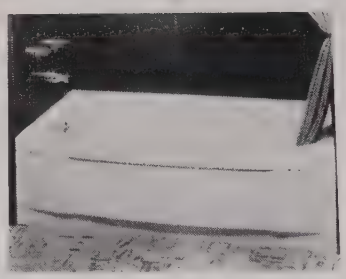
Specify thru your Lumber & Millwork Dealer

UNIQUE BALANCE CO.

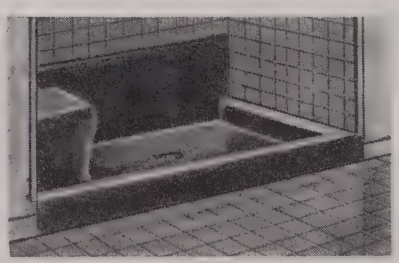
41 MAGEE AVE., STAMFORD, CONN.

Unique Sash Balances—Sold the world over!

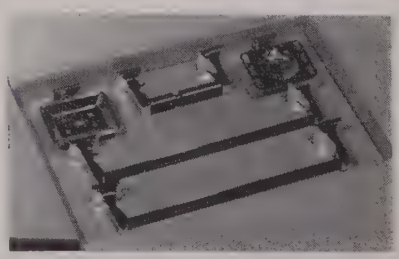




w. Bathtub and counter-top lavatory are new products in American-Standard's 1957 line. Bathtub fits 5′ recess, is self-supporting or free-standing. It has straight floor and wall tile lines and flanges at both back and ends for tiling, comes in five colors plus white. Lavatory has a special sloping panel for mounting of fittings. It is 24″ x 20″; bowl size is 17½″ x 11⅛″ and 6½″ deep. It can be ordered in seven colors plus white. American-Standard, New York 18, N. Y.



x. Glaceramic shower and tub with seat is a lightweight, one-piece molded plastic unit, highly resistant to most common chemicals. Outside dimensions are 54″ x 34″. Retail price is $120. Seat is available on either left or right hand side. Total weight is 65 lbs. Dudley Machinery Corp., Santa Clara, Calif.



y. Packaged bathroom accessories include in each set two towel bars, one soap dish, one tissue holder and one combination glass and brush holder. Towel bars are 16″ long, designed to fit normal 16″ stud spacing, eliminate the need of extra backing. Individually boxed and shipped, each set is about $6.70 each in lots of 12 to 100. Larger unit packages containing more bathroom accessories are available. Rayco Products, Inc., Middletown, Conn.

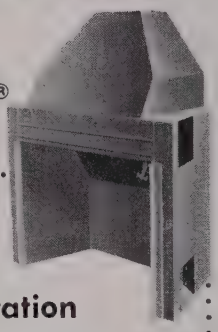
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Install A Fireplace that – Really HEATS



Majestic CIRCULATOR FIREPLACE

WITH EXCLUSIVE Radiant BLADES®

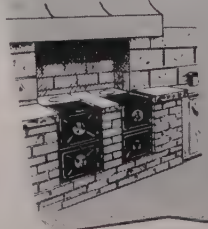


Designed for Perfect Operation

Scientifically engineered, this all-steel, ready-built unit makes it easy to install a fireplace that will work perfectly every time, because all the parts are properly proportioned for best operation. It also captures the "up-the-flue" heat and circulates it through the room. Complete unit includes damper, smoke chamber, downdraft shelf, smoke dome, angle seals, and firebox — a continuously welded heavy-gauge steel form around which any mantel can be built.

● Radiant Blades give more heat, strengthen firebox ● Tight-fitting damper for air conditioned homes

For Your Custom Built BARBECUE — New — Full Line



Majestic also offers a full line of metal units for custom built indoor or outdoor barbecuing grilles for yards, patio, recreation room or kitchen. Write.

The Majestic Co., Inc.

413-C Erie St., Huntington, Ind.

You'll have a strong sales lever with

Creo-Dipt OPTIONAL KOLOR PLAN

for red cedar shingles and shakes





GIVES EVERY JOB THAT NEW, FINISHED LOOK

Fynal-Kote conceals scuffs, ladder and hammer marks and other construction blemishes. Color matching problems disappear and touch-up is eliminated. In most cases, these savings in labor and materials more than cover the cost of applying Fynal-Kote. The end result is a beautifully finished home that "sells"...unsurpassed for its clean, fresh appearance.

SAVES TIME...AND MONEY TOO!

Although Pryme-Shakes (or Pryme-Shingles) and Fynal-Kote are sold together, they need not be shipped together. Fynal-Kote colors can be requisitioned any time *after* shakes are delivered. Construction can proceed without waiting for sidewall color selection. Bearing the Certigroove and Certigrade labels, top quality materials that meet the high standards of the Red Cedar Shingle Bureau, move the work smoothly from start to finish.

Because shakes and shingles are stocked in factory-primed gray *only*, the Optional Kolor Plan reduces your inventory investment as much as 90%. You stock only what you need and use all that you stock. You won't be tying up your money with an odd assortment of pre-stained colored shakes after each house is completed. Balance can be used on the next job.

A CUSTOM JOB FOR EVERY HOME

In this style and color-conscious world, it pays to offer your customers the widest possible variety. Using the Optional Kolor Plan, you can...***and at savings!*** Under this arrangement, red cedar Pryme-Shakes or Shingles (factory primed gray) are sold ***as a unit*** with Fynal-Kote (a heavy-bodied linseed oil base coating). From a selection of 22 deep tone and pastel shades, your customer helps ***sell himself*** by picking a color that's tailored to his taste.

For the latest in modern or rustic styles, 8 types of red cedar shakes and shingles are available. They blend superbly with other building materials and enable you to meet every architectural need with ease.

mail this coupon for FREE literature

CREO-DIPT COMPANY, Inc.
987 Oliver St., North Tonawanda, N. Y.

Gentlemen: Send us, without obligation, full information on the Creo-Dipt Optional Kolor Plan.

Name _____

Title _____

Street _____

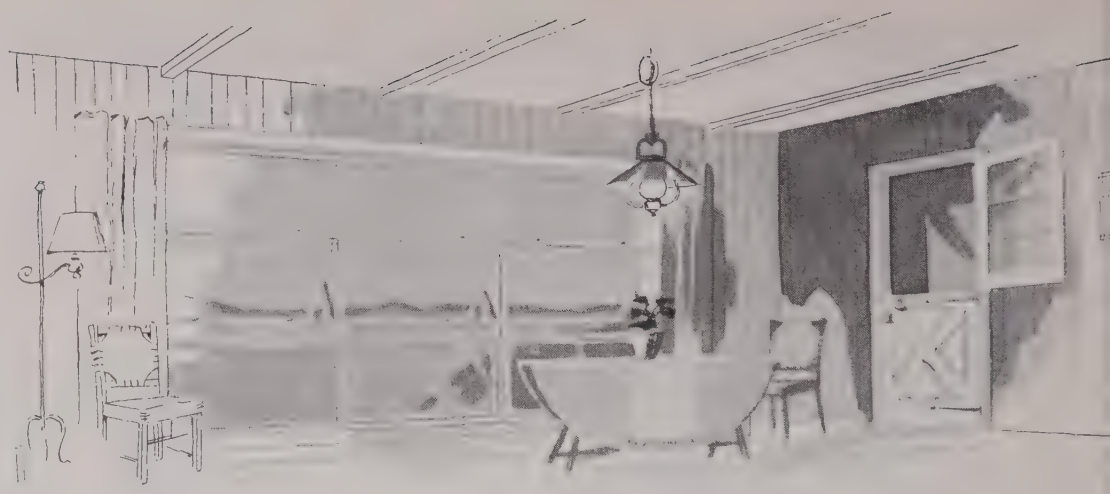
Firm _____

City _____ Zone _____ State _____

personality:

INFORMAL

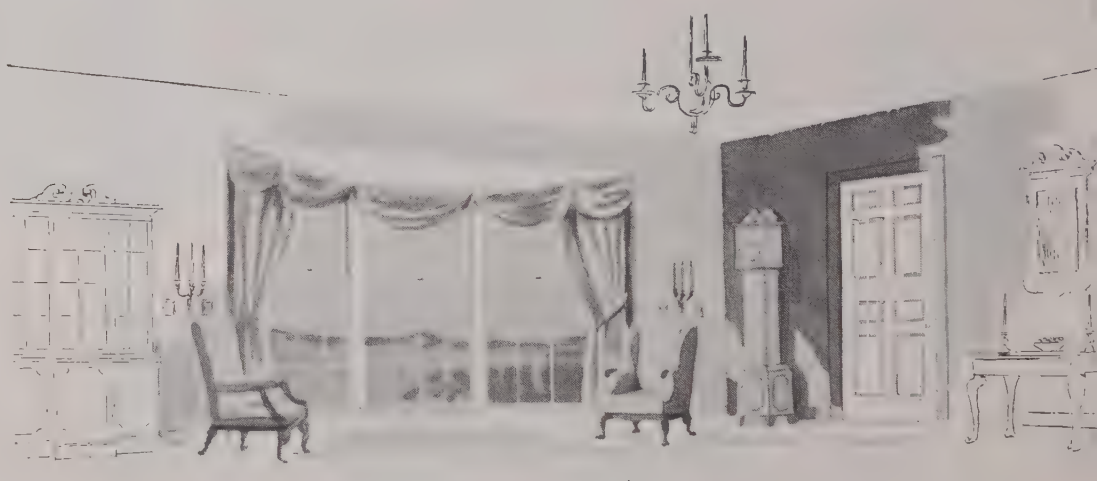
The right doors and windows can be of major help in making a house look "different." And Curtis provides you with the widest, most varied line of windows, doors and other woodwork. Here a finely detailed Curtis Dutch door—highly popular—and Curtis Convertible wood windows, used as awning sash, strike the contemporary note.



personality:

TRADITIONAL

The traditional style is coming back, say many leading builders. You can capitalize on this trend with an interior like this. Curtis divided-light Silentite double-hung windows are used in a bay. Like all Curtis windows, these open and close at a touch, are truly weather-tight. The door is a Curtis panel door—one of many styles awaiting your choice.



personality:

MODERN

Curtis Silentite casements will never swing or rattle in the wind and staunchly bar out dust and weather. They are made in several sash styles. The door is a famous Curtis New Londoner with a beautiful grain pattern that creates a "picture in wood." The broad line of Curtis Woodwork offers styles for every taste, every purse and every personality.



Give the lady what she asks for

(*it's the way to sell houses*)

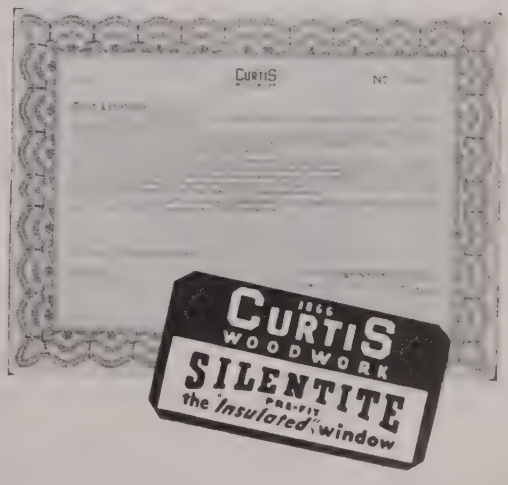
When housing authorities in Washington, D.C., asked representative women what they want in dwelling-house styles, they got an emphatic answer. Women want houses that have personality. They dislike "look-alikes"—intensely.

Today, Curtis offers you the easy, practical way to vary the appearance of the houses you plan or build, and to upgrade quality at the same time.

Curtis wood windows and doors come in so many different styles and types that you can offer the home owner almost an unlimited choice of door and window combinations. No other manufacturer has so broad and varied a line—entrances, trim, mantels, cabinetwork, stairwork, kitchen cabinets—everything in residential woodwork to fit every taste and every building budget.

This guarantee makes selling easier

Here is absolute assurance to the home owner that Curtis Silentite wood windows embody fine materials and workmanship. These toxic and water-repellent treated windows have special patented features not available in other windows. Curtis high-quality New Londoner flush doors and panel doors, too, like Curtis Silentite windows, are trade-marked to provide positive identification. This trade-mark identifies Curtis quality—famous since 1866—and it helps sell houses—at a profit.



CURTIS

WOODWORK

heart of the home

Now your Curtis dealer provides a simplified way to choose your Curtis windows and doors. Two Selector Charts show 72 window styles and arrangements, 86 panel and flush doors. Sizes and prices are quickly found in an accompanying size and price book. Lumber and building materials dealers who sell Curtis Woodwork are located in most parts of the country.

Curtis Companies Service Bureau
200 Curtis Building, Clinton, Iowa

HH-4-57

I want to know more about Curtis Woodwork. Please send literature and name of nearest dealer.

Name.....

Address.....

City.....*State*.....

MOST SIGNIFICANT STAMP OF APPROVAL FOR THE ALL-NEW 1957 *Sun Valley Senior* ALUMINUM SLIDING GLASS DOOR!

Increasing demand, increasing sales—the best possible proof of industry's acceptance of this great new door.

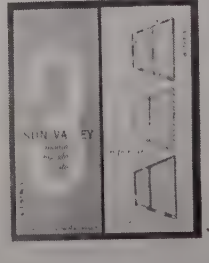


9 major improvements in engineering and structural design provide improved appearance . . . reduce installation time . . . assure continuous trouble-free operation . . . give you maximum flexibility for use in varied installations.

Check these 9 all-new advantages:

1. ADJUSTABLE HEADER with continuous, full-length strips of Mohair pile.
2. NEW RIGID FRAME for easy installation. May be pre-assembled or installed prior to installation of sash.
3. DOUBLE MOHAIR PILE WEATHERSTRIPPING at interlocking stiles prevents air or water infiltration.
4. SILENT-ACTION FLOATING SLIDE with adjustable ball bearing rollers.
5. ATTACHABLE FINS for easy stucco or shingle installations.
6. MOISTURE CUP in track stops condensation from flowing inside.
7. MASSIVE LUCITE HANDLE for added beauty, easier operation.
8. INTEGRAL SILL ADAPTER and kick plate.
9. ADJUSTABLE STRIKE on jamb.

Get full details on the complete Sun Valley line . . . the all-new *Sun Valley Senior* for deluxe installations . . . the heavy duty *Sun Valley Imperial* for all-weather double-glazing . . . and the low-budget *Sun Valley Junior* for multiple housing projects. Write today for free, illustrated brochure.



SUN VALLEY INDUSTRIES, INC.

8354 San Fernando Road
Sun Valley, California



Homes sell faster

with

PLEXTONE®

Multicolored Textured Paint

and the

PLEXTONE Model Home Merchandising Aids



Plextone is the fabulous paint product of *two or more colors* that are sprayed simultaneously from one gun—without special equipment . . . creating a beautiful interlacing color network! The result is an outstanding *multicolored, textured* finish, ideal for walls, ideal for woodwork. Beautiful Plextone resists chipping and scratching, and can be scrubbed, scoured—even sanded! Plextone Model Home Merchandising Aids are designed to help you tell your prospects about Plextone and to *help you sell homes faster,* more profitably! *For more information on Plextone and how you can obtain your Plextone Model Home Merchandising Aids, use the convenient coupon below.*

A. NEWSPAPER ADS
Available in many sizes in mat form.

B. OUTDOOR SIGN
Generous space for builder's name.

C. WALL CHART
Six "Portholes" for displaying your selected Plextone colors.

D. TENT CARDS
Seven to a set. Specific room-by-room Plextone advantages.

E. CONSUMER FOLDER
Model Home giveaway highlights Plextone's features

F. GUARANTEE
Full year "on the walls" guarantee.

G. MANNEQUIN
Tells prospects about Plextone benefits.

Write for more information on PLEXTONE today!

PLEXTONE
Corporation of America
FOUNDED BY MAAS & WALDSTEIN CO.
World's Largest Manufacturer of Multicolored Textured Paints

2123 McCarter Highway, Newark 4, N.J.

Midwest Division: 1658 Carroll Avenue, Chicago 12, Ill.
Pacific Coast Division: 10751 Venice Blvd., Los Angeles 34, Calif.

PLEXTONE Corporation of America
2123 McCarter Highway
Newark 4, N. J.

Please send me Plextone color chips and tell me how I can obtain my Plextone Model Home Merchandising Aids.

Name_____

Title (or occupation)_____

Company_____

Street_____

City_____ Zone____ State_____

For further details check numbered coupon, p. 292

Only from Insular...

PHILIPPINE MAHOGANY LUMBER KILN-DRIED BEFORE SHIPMENT

Scientifically conditioned at the Orient's most modern mill



When you specify Ilco, your clients can be sure of getting thoroughly seasoned lumber of the finest quality. All Ilco lumber is scientifically dried before processing, and all the facilities of the Orient's largest and most modern mill go into making it a superior product. The fine preconditioning it gets results in:

Extra strength—Kiln drying increases the strength of the fibers; improves stiffness, hardness, bending and compression strengths.

Improved workability—With its excess moisture removed, the working properties of the wood are more uniform.
Easier finishing—Being preseasoned, the wood takes all types of finishes better and holds them longer.

Ilco's policy of grading and measuring all lumber *after* kiln drying assures you of full count on footage and finest quality. Paneling, moldings, door jambs, and S4S lumber are all steel strapped and wrapped in waterproof paper.

PANELING • SIDING • MOLDINGS • FLOORING • TRIM • ROUGH AND SURFACED LUMBER

Order from the distributor nearest you

UNITED STATES

ALABAMA—*Montgomery*
Germain Lumber Corporation

CALIFORNIA—*San Francisco*
Davis Hardwood Company

—Los Angeles
Mahogany Importing Company

COLORADO—*Denver*
Frank Paxton Lumber Company

ILLINOIS—*Chicago*
Frank Paxton Lumber Company
Columbia Hardwood Lumber Company

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Matthews Hardwoods, Inc.

CANADA

ALBERTA—*Edmonton*
Fyfe Smith Hardwood, Ltd.

—Calgary
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BRITISH COLUMBIA—*Vancouver*
J. Fyfe Smith Co., Ltd.

ONTARIO—*Toronto*
Robert Bury & Co. (Canada) Ltd.
(also Eastern Canada)

HAWAII

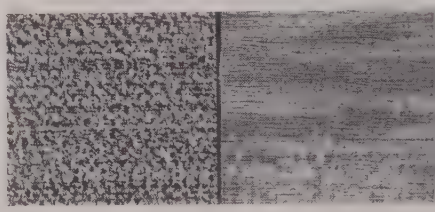
HONOLULU
American Factors, Limited

INSULAR LUMBER SALES CORPORATION

1405 Locust Street, Philadelphia 2, Pa.



z. Slide-N-Fold door unit is added to Jamaica-Dor's line of ventilated closet doors. Available in six textures and six colors. Slide-N-Fold units fit standard opening height of 6'8"; have four widths for the two-door opening, four widths for the four-door opening. Doors can be furnished in special sizes and finishes for quantity orders. Yetter Homes, Inc., Savannah, Ga.



aa. Rich-Wall vinyl wall covering needs no special mastic to adhere to wall. Manufacturer recommends ordinary wheat paste plus adhesium. Material is lightweight textured vinyl bonded to a cloth backing. Ten textured patterns and 69 color combinations are available, including woven and tweed-like patterns and one that simulates wood paneling. Fabritate, Inc., New York, N. Y.



bb. Kirkhof fork lift raises 4,000 lbs to 16½'. It is sold through International Harvester dealers, who mount in on the International 300 Utility tractor, sell it as a fork lift truck. Fork lift's collapsed height is 11'-1". Unit lists at $1,375 f.o.b. cloth. F. E. Schumacher Co., Hartsville Ohio.



cc. Stainless steel sinks have con cave pitched drainboards, anti-splash rims A Moen single-lever faucet with fingertip action gives hot or cold water in a trickl or a stream. A deck-mounted detergen dispenser measures the amount of liqui

continued on p. 27

SOLD! FIVE HOMES IN ONE WEEK!

Georgia builder speeds home sales with Live Better Electrically

"My experience last September sold me on Live Better Electrically," says Clayton H. Powell, one of Savannah's leading builders and immediate past president of the Georgia Home Builders Association.

During September's Parade of Homes, Mr. Powell joined with Savannah Electric & Power Company in a Live Better Electrically campaign to promote the sale of his homes. Each was centrally air conditioned and equipped with electric ranges, waste disposers, refrigerators, freezers and inter-communication systems. Mr. Powell used many Live Better Electrically promotion and advertising materials and sold five homes in less than a week. Says Mr. Powell:



William H. Gartelmann (left) sales engineer, Savannah Electric & Power Co. and builder Clayton H. Powell discuss plans for their cooperative Live Better Electrically campaign.

"More electric features sell homes faster, and we're making them a part of every home we build. Currently we make full HOUSEPOWER standard in all our homes, regardless of price."

More and more builders like Mr. Powell are taking profitable advantage of Live Better Electrically to promote the comforts and conveniences of electrical living, and give added prestige and sales-appeal to their homes.

New Live Better Electrically sales promotion materials are now available to *all* builders who want to speed sales and increase profits. The new builder kit contains Live Better Electrically route signs, advertising mats, stickers and elements for site signs. It also includes the new consumer booklet *Ideas to Help You Live Better Electrically,* HOUSEPOWER rating sheets, a wiring guide for homeowners – and a handy merchandising guide on how builders can make the most of Live Better Electrically. To find out how *you* can team up with this sales-building program, see your local utility.

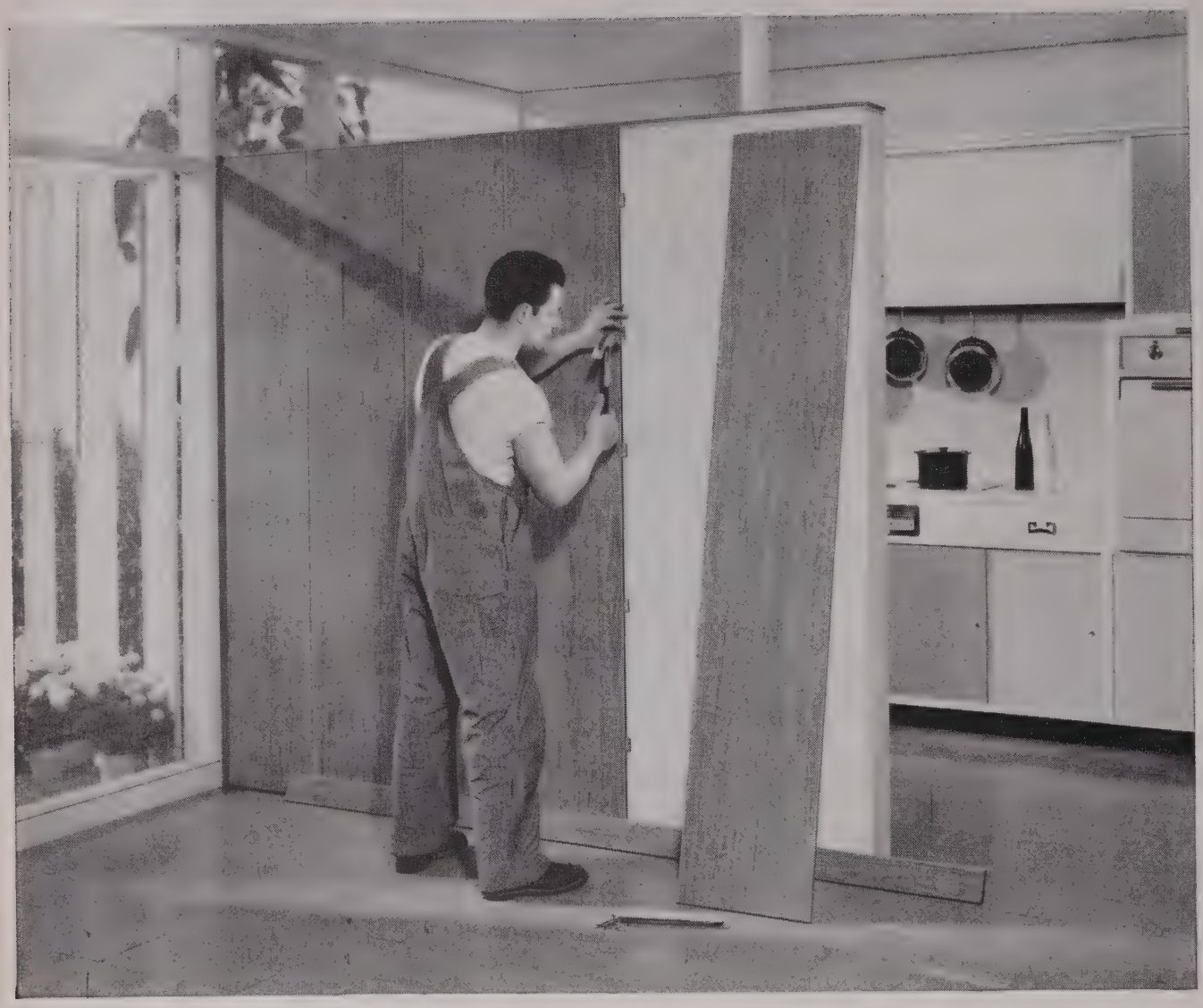


Ads like these are run by builders across the country in Live Better Electrically campaigns that sell homes faster than ever before. Ad mats are available to all builders who tie in.

LIVE BETTER
... Electrically

LIVE BETTER ELECTRICALLY

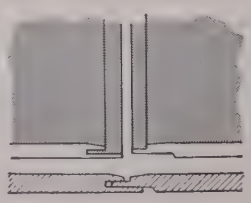
A united effort by everyone in the electrical industry—utilities, manufacturers, dealers and distributors, builders, contractors, architects —to sell the benefits of electrical living to consumers everywhere.



For beautiful walls, job after job— easy to install Marlite Plank and Block

You'll cut days off completion time, add customer appeal with new Marlite Plank and Block. This easily-installed paneling is applied over plaster, plasterboard, plywood or existing wall surfaces with adhesive. Simple clips speed installation; make fitting easy. And Marlite's soilproof melamine plastic finish stays clean and bright with an occasional damp cloth wiping; drastically reduces maintenance time and expense.

Planks (16" x 8') and Blocks (16" square) are available in modern, new Loewy-styled colors plus distinctive wood and marble patterns. Before your next building or remodeling project, get complete Marlite details from your building materials dealer, Sweet's File, or Marlite Division of Masonite Corporation, Dept. 422, Dover, Ohio.



Marlite's exclusive tongue and groove joint eliminates the need for joint coverings, conceals all fastening, adds the perfect finishing touch to every interior. This 3/16" material combines beauty and ease of installation with low maintenance.

that's the beauty of **Marlite®**

plastic-finished paneling

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

SWAY HER "HOME-BUYING DECISION" WITH THE NEW

Caloric

BUILT-IN GAS RANGE



Usually it's the woman who makes the final decision "to buy or not to buy." And what woman doesn't base her home-buying decision largely on the kitchen?

She'll like the larger, smoother surface of this completely-new Caloric oven-broiler unit . . . the separate top burner units that can be conveniently placed to save steps, save time . . . and all Caloric's other years-ahead features. She can choose from a variety of dazzling porcelain enamel colors or metal finishes to match, contrast, or blend with her kitchen color scheme.

Install this modern, more-beautiful-than-ever Caloric Built-In and watch it "swing the sale."



NEW! MEAT THERMOMETER provides precise, automatic control in meat roasting. Thermometer is set and inserted in meat. Turns oven off automatically when meat is done.



NEW! MORE SPACIOUS OVEN is 1¼ inches deeper than before. Complete oven-broiler unit looks larger, but fits the same cut-out dimensions of previous Caloric Built-In gas ranges.



THERMO-SET TOP BURNER gives the same automatic temperature control to top burner cooking that's available in oven cooking. Makes every pot and pan an "automatic" utensil.



NEW! ROTO-ROASTER rotisserie in the oven lets family have a barbeque any day of the year. Meats come out moister and more tender than conventional oven-roasted meats.

Caloric

THE BUILT-IN GAS RANGE SPECIFIED BY LEADING HOME BUILDERS FOR AMERICA'S BEST HOMES

CALORIC APPLIANCE CORP., TOPTON, PA. • RANGES • DRYERS • BUILT-INS • DISPOSERS

CALORIC APPLIANCE CORP.
DEPARTMENT HH-1
TOPTON, PA.

Please send me full descriptive literature on the new Caloric Built-In Gas Ranges.

Name_____

Address_____

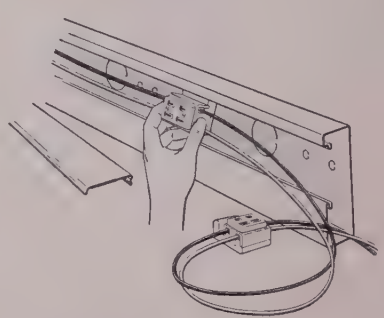
City_____ State_____

For further details check numbered coupon, p. 202

detergent needed at the push of a button. Double-bowl unit dimensions are: 48″ x 25″, 4″ back—16″ x 34″ x 7½″ deep double bowl. Price is about $206.50, less drains. Other lengths available. Just Mfg. Co., Franklin Park, Ill.



dd. Fork lift unit is adapted to handle packaged brick, from unloading trucks to putting load on scaffolds and hoists. This Prime-Mover L-10 Fork Lift can travel over rough ground, up 20% grades. It takes two 100-brick packages or equivalent 1,000 lb. load; will life 6′-6″ high in 6½ seconds. Entire unit is 31½″ wide. Lift mast tilts back to pass under a 6′-8″ door. Price to trade is $1,240 f.o.b. factory. Prime-Mover Co., Muscatine, Ia.



ee. Baseboard wiring system announced, known as Baseduct. It is installed directly on the floor; requires no footers, trim, or capping. Only three fittings are needed to mount it. Baseduct is available in 5′ lengths, with duplex receptacles 30″ or 60″ o.c. Over-all dimensions are 3″ high, ¾″ deep. Receptacles are preassembled to the wiring harness at the factory. Baseduct is factory finished but can be repainted to match walls, etc. National Electric Products Corp., Pittsburgh, Pa.



ff. Hand-operated cleaning tool cut brush cleaning time by whirling pigmen and caked paint out of a brush in 9 seconds or less. Light weight and portable the tool called "Spin-a-Brush," needs n outside power source.

Shaft and grip are of die-cast meta and spring steel; grip and crank ar

continued on p. 28



CROSSETT

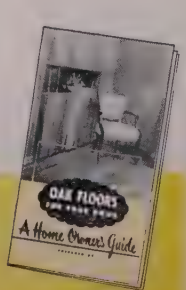
Royal Oak Floors

ARE **FAMILY** FLOORS

Crossett Royal Oak Floors have special sales appeal to families. . . . The warmth, durability and beauty are basic appeals which help sell your homes — faster. You'll be delighted to discover the economy in laying Crossett Royal Oak flooring on screeds when you are using concrete slab construction. Have you checked these advantages?

SEND FOR YOUR FREE BOOKLET

This booklet — "A Home Owner's Guide" — gives you complete information on how to lay, finish, and maintain oak floors. For further data and information, address:



Crossett LUMBER COMPANY

A Division of The Crossett Company

CROSSETT, ARKANSAS

You cut costs with BOSTITCH stapling from underfloor to rooftop

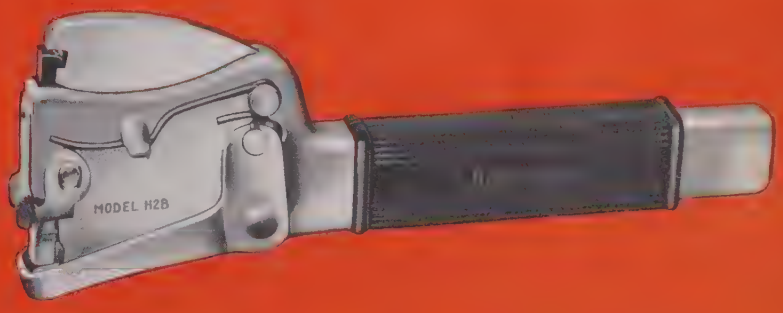


H4 Hammer lays asphalt shingles 4 times faster than old method

Substantial cost savings are realized by the builder or roofer who installs asphalt shingles on new roofs with this efficient tool. One hand is free to position the shingle or maintain balance, other drives staple all the way home with one blow. Less staging required because H4 Hammer will reach more area from each working position. Staple legs spread inside wood, giving holding power with superiority proved in all kinds of weather.



Better tacking **with T5 Tacker — rugged, dependable favorite with builders everywhere. 3 models, 3 wire sizes, 5 leg lengths!**



Better light nailing **with H2B Hammer. 3 models, 2 wire sizes, 3 leg lengths. H2BR with wide, flat staple is excellent for laying under-felt or building paper.**

Fasten it better and faster with

BOSTITCH®

STAPLERS AND STAPLES

Postage Will Be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD

First Class Permit No. 34, Westerly, R.I.

BOSTITCH

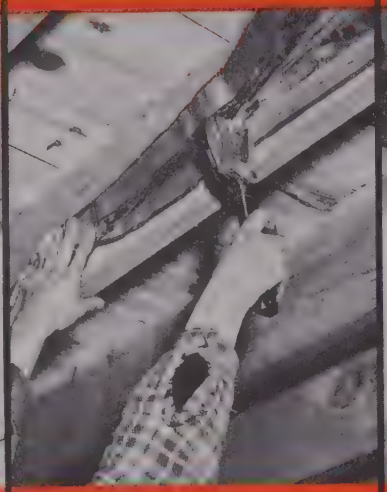
524 Mechanic Street

Westerly, Rhode Island

Time is money—Bostitch stapling saves lots of it!



Speed undercourse shingling with H2B Hammer's one-hand, one-blow operation. A foot longer reach!



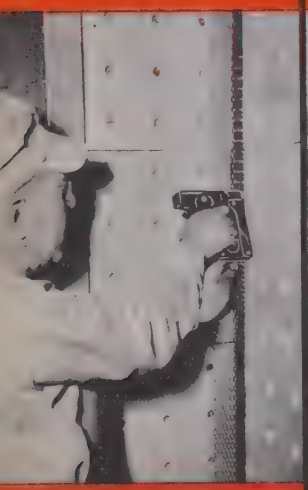
No helper needed to hold accordion-type insulation when installed with H2B Hammer. 160 staple load!



Metal lath goes up faster, with less effort, when one hand positions lath on studs, other drives staple.



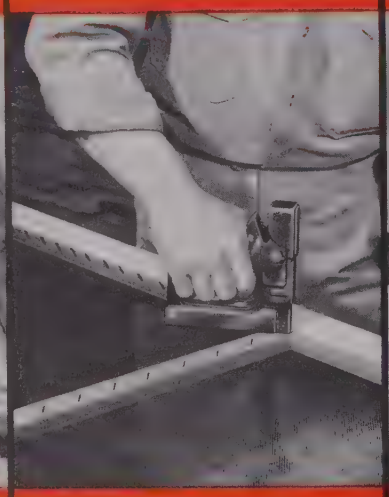
Tacking foil insulation to face of studs is fast, neat and secure with the H2B Hammer.



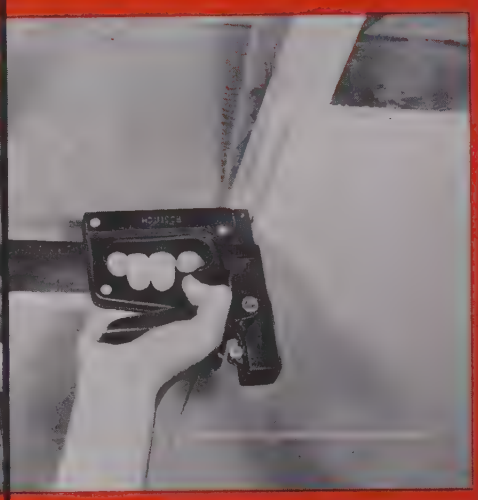
T5 Tacker installs cornerite quickly, easily and accurately. Tacks within 1/16" of corner.



Installing roll or batt insulation in attics and other tight places is easier and faster with T5 Tacker.



Saves precious hours, stops handling tacks when you fasten screening with T5. One hand does it.



Install flanged ceiling tile in half the time with T5-8 Tacker and 9/16" or 1/2" staples. No dents in tile!

Bostitch, 524 Mechanic St., Westerly, R. I.

Please send me free bulletins and prices on

- ☐ Bostitch H4 Hammer
- ☐ Bostitch H2B Hammer
- ☐ Bostitch T5 Tacker
- ☐ Other Bostitch tools for fastening _____ to _____.

Name _____

Address _____

City _____ Zone _____ State _____

Fasten it better and faster with

BOSTITCH®

STAPLERS AND STAPLES



PACE SETTER FOR TOMORROW'S MODEL HOMES

Sales-wise builders read prophetic House Beautiful with a knowing eye. They know that tomorrow's model homes will reflect today's House Beautiful. They know that new ideas flourish among people with ready money to carry them out. (Average income of House Beautiful subscribers is $14,750). Builders know how quickly today's luxury becomes tomorrow's necessity. For years, House Beautiful has been creating "Pace Setter Houses" showing outstanding innovations in home building and homemaking for that moment in time. Many revolutionary ideas first presented here are big-selling features in today's model homes. Examples: built-in range, built-in refrigerators (1948 Pace Setter), the family room, major appliances in color (1949 Pace Setter). Watch for these big ideas in model homes this year and next: sit-down sink (1954 Pace Setter), drive-in house—the garage becomes the entrance hall—the rolling work counter (1955 Pace Setter).

House Beautiful is the Source Book for the best available in today's living for over 700,000 of the nation's upper-income Pace Setter families. With over 5 readers per copy, here's an audience of 3½ million readers!

To keep informed about tomorrow's model homes, read today's House Beautiful today.

Special trade subscription for builders: One year subscription to House Beautiful Magazine for $3 (regular rate $5). Write on business letterhead, enclosing check payable to House Beautiful Magazine. Send to H. H. McConnell, 250 West 55th Street, New York 19, New York.

Different, Distinctive,

A TOUCH OF **STYLISHNESS**



Inexpensive . . .

THAT SETS YOUR HOUSES APART

Look at all the ways you can make your houses more exciting with *Patterned Glass* by Blue Ridge. It adds sparkle and beauty that catches and holds the eye. It's a house feature that's different . . . hasn't been exploited to death. Expensive? No, it just looks it. And *Patterned Glass* is easy to install. Entire walls can be glazed as simply as windows.

SOME SUGGESTED USES

- Entrance Halls
- Room Dividers
- Outside Walls
- Garage Windows
- Kitchen Cabinet Doors
- Bathroom Partitions
- Recreation Room Windows
- Soffit Light Panels

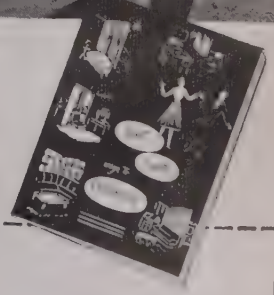
There are many beautiful patterns to choose from. Want to know more? Phone your L·O·F Glass Distributor or Dealer (listed under "Glass" in phone book yellow pages). Or, send for free 16-page booklet showing ways to use decorative glass in homes.







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MADE BY
BLUE RIDGE GLASS CORP.,
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GLASS DISTRIBUTORS AND DEALERS

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608 Madison Avenue, Toledo 3, Ohio

Please send me my free copy of this book of decorating ideas using Blue Ridge *Patterned Glass.*

Name _____
(please print)

Street _____

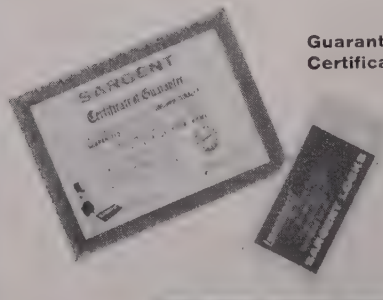
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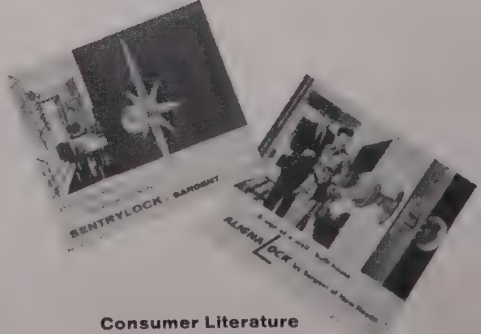
Two Of More Than 100 SentryLock Designs.
Monograms and vinyl inserts catch the home prospect's eye. Available in Mocha and Brass—Straw and Dull Bronze—Flamingo and Aluminum—Black and Dull Bronze—Black and Bright or Dull Chrome.

Model Locks for

Free Sargent Extras that help sell homes



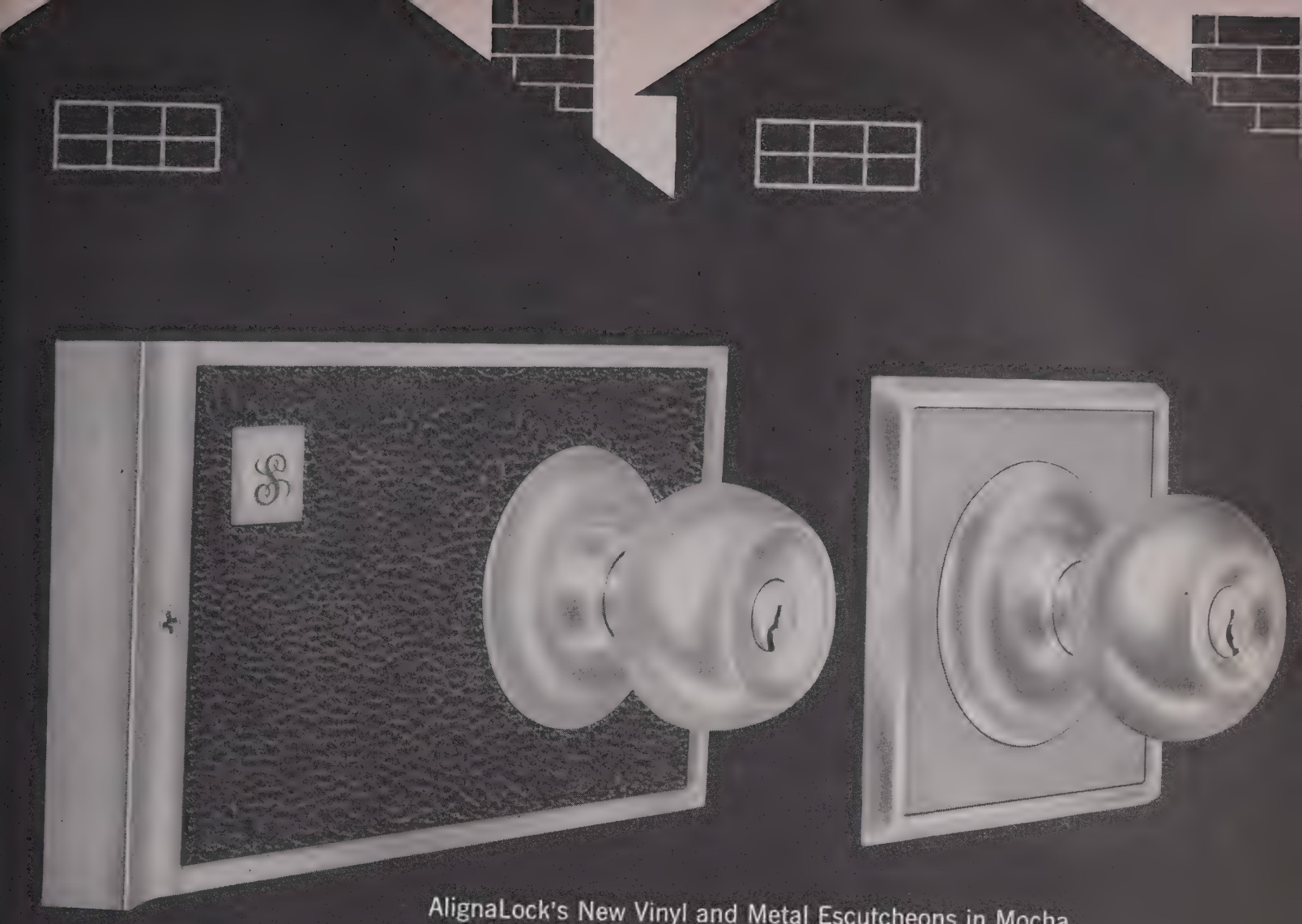
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Consumer Literature and HomeFacts Merchandising Pages



Model Home Signs



AlignaLock's New Vinyl and Metal Escutcheons in Mocha and Brass, Straw and Dull Bronze, Flamingo and Aluminum, Black and Chrome. Two distinctive knob designs.

Model Homes!

The new Sargent Locks...."models" of styling, standard of quality...help give homes special appeal. Priced for any budget.

Model homes are designed to sell themselves. Sargent Locks are designed to help them do it.

Working for these locks . . . and thus for *you* . . . are all the things you . . . and your customers . . . want.

The Sargent name . . . known and respected by everyone.

Eye-filling beauty. Styling that's way ahead. A wide range of beautiful designs. In many finishes. Vinyl inserts.

Quality construction features that *guarantee* satisfaction.

And when it comes to fast application, remember this! No locks . . . no matter how expensive . . . cost less to install!

You'll find it profitable to work with Sargent. You'll find the prices you want . . . the service you like. See your supplier today . . . or write direct to Sargent & Company, New Haven 9, Conn., Dept. 11-D.

SARGENT LOCKS

"Sign of a well built house"

SARGENT of New Haven

PRODUCERS COUNCIL

For further details check numbered coupon, p. 292

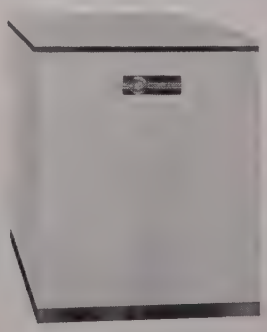
molded from nylon. Grip's gray finish will resist paint solvents. Attachments are available for stirring and roller cleaning. Portable Electric Tools, Inc., Chicago, Ill.



gg. Edwards automatic fire alarm operates on a small transformer that is easily installed in a standard three-gang outlet box for the bedroom. Control panel is about 4¾" x 6½" for surface or flush mounting, contains transformer, test button and warning bell. Automatic fire warning is given by fire detectors connected to the control unit by ordinary bell or thermostat wire. Detectors are actuated at 140°F. Cost is about $24.95. Edwards Co., Inc., Norwalk, Conn.



hh. Water softener unit, by Reynolds, is fully automatic, electrically controlled by switch and/or timeclock. New brine tank, in a variety of sizes, eliminates need for injectors, ejectors, float valves. Brining is controlled by a timer and switch which can be set to suit each installation. Softens water up to 100-grains hard. Retail prices for model shown range from $424 to $564, according to size of brine tank. Reynolds Water Conditioning Co., Detroit, Mich.



ii. Cabinet water softener provides counter-top work surface. Steel cabinet with baked enamel finish measures 30" x 25" x 36", with over 5 sq. ft. of work space. The brine tank salt capacity is 400 lbs. Unit softens iron-free water up to 40-grains hard. Price is $318 f.o.b. factory; installation is extra. Softener Corp. of America, Melrose Park, Ill.

continued on p. 284



ORANGEBURG®

DOWNSPOUT RUN-OFFS

help sell the house!



Roof water splashing down leads to trouble and expense . . . wet floors in basement or garage . . . flooded yard, lawn, driveway. Orangeburg Root-Proof Pipe makes ideal drain lines to carry it away . . . and at low cost. They become one of those extras that help close the sale.

250,000,000 Feet of Orangeburg Pipe in service today!

. . . and downspout run-offs are one of its popular uses

Orangeburg's lightweight 8-foot lengths save installation costs. Taperweld Joints seal root-proof with a few hammer taps . . . no cement, no compounds. Orangeburg is strong and tough. Lines 50 years old, going strong today, prove its durability.

Orangeburg Root-Proof Pipe is made in 2", 3", 4", 5" and 6" diameters . . . for sewer lines from house to street main or septic tank; for downspout run-offs, storm drains and other non-pressure underground outside lines. Orangeburg also comes *Perforated* in 4" size for foundation drains, septic tank filter fields, draining all wet spots.

See our catalog in Sweet's or write for copy

ADVERTISED IN LIFE

Get *genuine* Orangeburg. Look for the Orangeburg *brand name* on pipe and fittings. For more facts write Dept. HH-47.

ORANGEBURG MANUFACTURING CO., INC.
Orangeburg, N. Y., Newark, Calif.

ORANGEBURG
FITTINGS

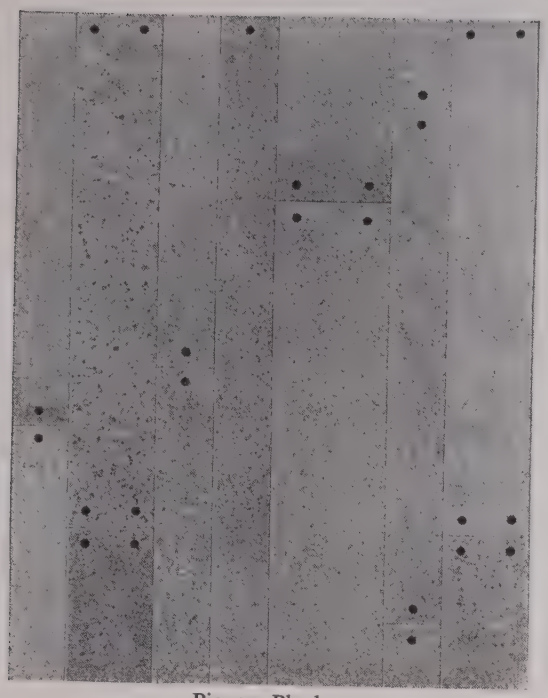




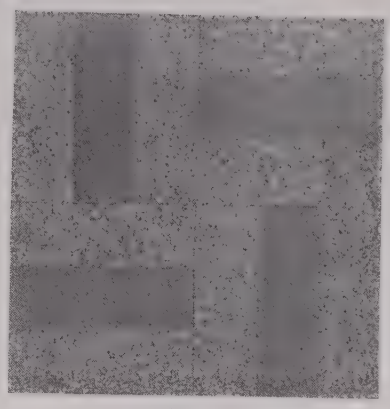
Exclusive Orangeburg Fittings featuring Taperweld Joints simplify the installation.

Exclusive dodge Floors

3 Unique Patterns in Genuine Cork Tile



Pioneer Plank
4", 6", 8" widths x 36" lengths



12" x 12"
Broadstripe Parquetry



9" x 9"
Narrowstripe Parquetry

in 3 Distinct Lines

dodge Vinyl-Cork Tile

The easy-to-maintain tile that combines the advantages of a resilient cork base with the toughness of a vinyl surface. It's quiet, comfortable to walk on, long wearing, and spot and stain resistant. New aqua-bloc back assures life-long installation.

dodge SG cork tile

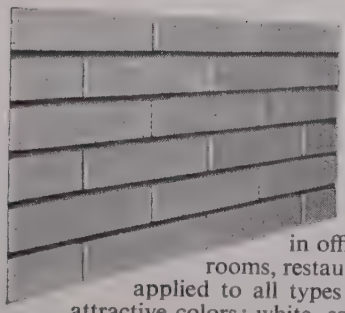
The beauty of natural cork enriched with an exclusive, *built-in* super gloss finish. SG cork tile is easy to maintain—needs only occasional waxing—is water repellent. Spots and stains are readily removed from its super smooth, wear-resistant surface.

dodge Standard Cork Tile

The quality cork flooring at an economical price. It is resilient and durable; has a high, uniform density and is precision molded and cut to simplify installation. Dodge Standard cork tile with its rich graining and texture is an ideal wall material, too.

All three lines of Dodge Cork Tile are also available in regular light and dark patterns and Dalmatian.

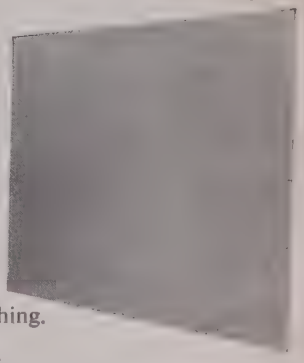
NEW! dodge Cork Brick



A decorating material that gives the exciting appearance of true brick texture. Its low cost, light weight and ease of application make it so right for so many places; in the home for living room, recreation room or den; for commercial use in offices, reception rooms, showrooms, restaurants and lounges. Can be applied to all types of new or old walls. Four attractive colors: white, sand, rose quartz, russet red.

NEW! dodge Panelcork

For luxury that only natural cork can offer! Dodge Panelcork is perfect for home or office, can be used as a structural as well as a decorative wall covering. Standard panels are 32" x 48", factory finished in a stain-resistant clear resin to bring out the full beauty of the rich, natural cork tones. Panelcork is easy to install directly to studding or over a finished wall; never needs refinishing.



Send for floor tile catalog No. 57 or see Sweet's Architectural File 13i/Do.
Write for new Cork Brick and Panelcork bulletins

DODGE CORK COMPANY, INC. • LANCASTER, PA.

Check and mail for the ones you want

- ☐ Cork Tile Catalog
- ☐ Cork Brick Bulletin
- ☐ Panelcork Bulletin

Name .....

Address .....

.....

☐ Architect ☐ Builder



1. Fir plywood cabinets and built-ins add livability and salability

Your sales story is built-in, too, when you offer prospects plenty of storage space. And what material makes more sense for built-ins than fir plywood? It's low in cost, large, light and easy to use. Fir plywood speeds work, simplifies framing and carpentry work. Plan now to offer your prospects the "plus" that makes sales in today's competitive market – fir plywood cabinets and built-ins, lots of them.

Add the with FIR PLYWOOD

2. Give your homes the look of luxury with low-cost fir plywood paneling

Use fir plywood for an entire feature wall – or a smart accent for other materials. Either way a little fir plywood paneling does a lot to help you sell homes faster and at greater profit. Fir plywood doesn't have to be "babied" on the job. It goes up quickly, takes *any* finish. Fir plywood comes in standard grades as well as several new textured panels that enhance wood's natural warmth and beauty.





Bedroom built-ins include roomy wardrobe and drawer unit and built-in bunk beds to permit owners to move in with minimum investment for furnishings.

Carport storage makes up for lack of bulk storage area in garage or basementless homes. Exterior plywood lockers for garden and patio gear fit trend to outdoor living.

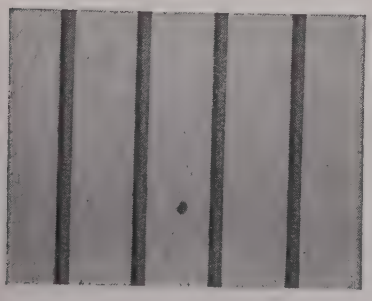


Kitchen built-ins like this range and oven unit make a big hit with your women prospects. Plywood cabinets won't dent or rattle, can be easily re-finished.

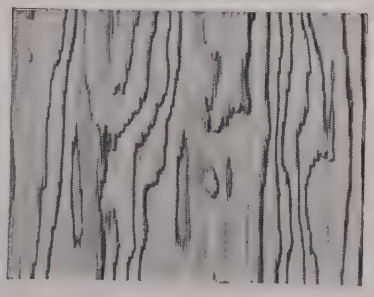


"custom touch" (at low cost) built-ins and paneling

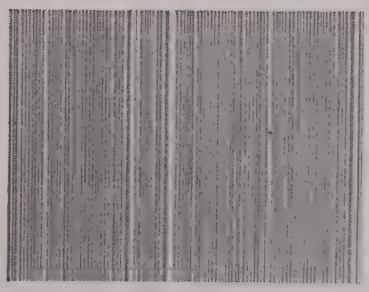
smart modern textures dramatize fir plywood's real wood beauty



Texture One-Eleven Exterior plywood has deep parallel grooves, subtle surface texture.



Brushed plywood accents grain pattern with striking third dimensional effect.



Striated plywood. "Combed" pattern created by closely spaced parallel striations.



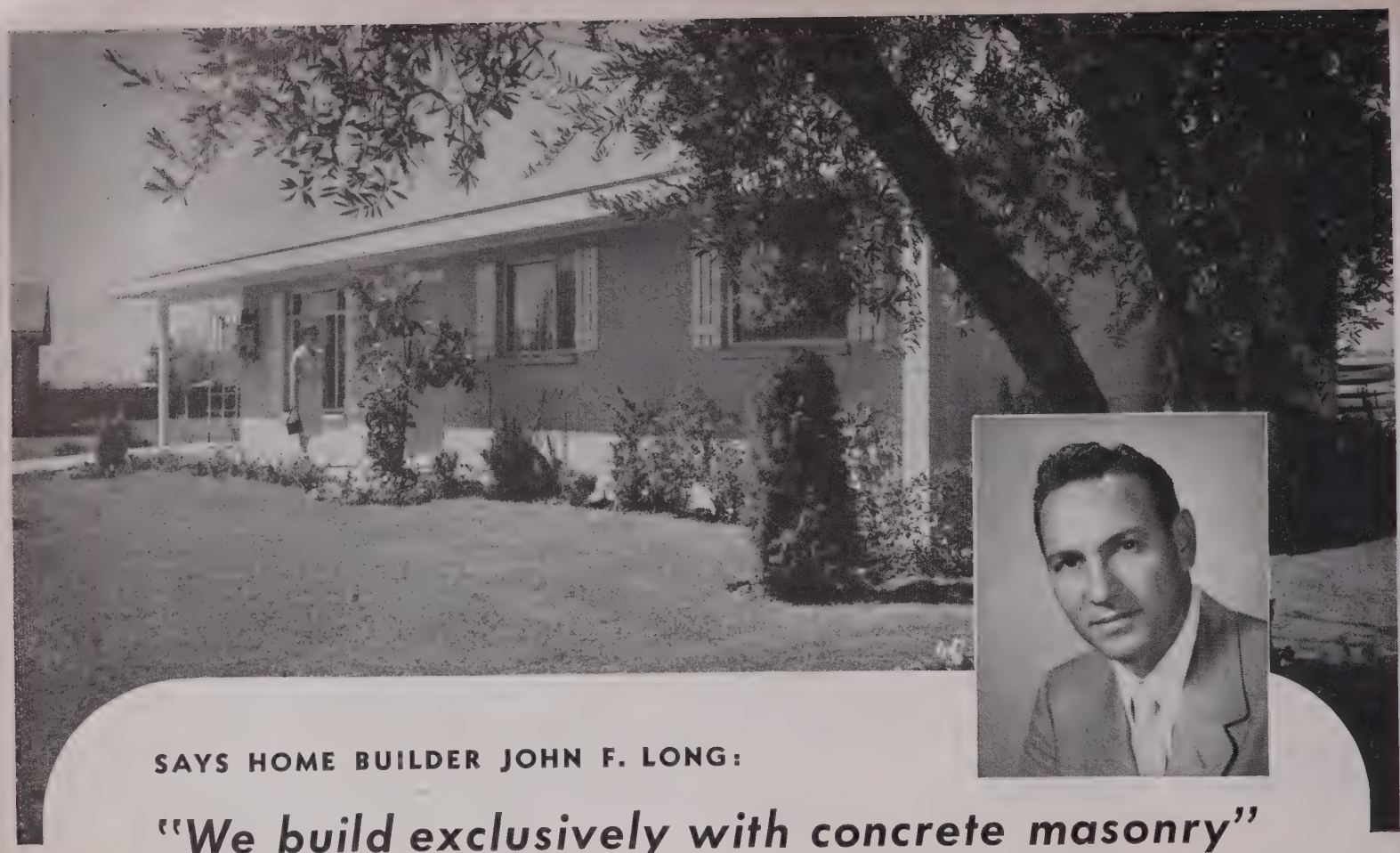
Embossed plywood has distinctive designs permanently pressed into surface of panel.

DFPA TESTED QUALITY

Fir Plywood

means quality construction

Fir plywood design ideas—New portfolio includes ideas for built-ins and paneling. Specifications, construction data. Douglas Fir Plywood Assoc., Tacoma 2, Wash. (USA only)



SAYS HOME BUILDER JOHN F. LONG:

"We build exclusively with concrete masonry"

Since 1947, John F. Long has sold more than 3,300 concrete masonry houses, all with concrete floors. He is now building a 1,320-acre, 5,000-home project near Phoenix, Arizona known as Maryvale Park Development. One of the designs in this project won first prize in American Builder's model home contest. To quote builder Long:

"We believe that it's important that every homeowner in our project be thoroughly satisfied that he has received the highest home value. That's why we build exclusively with concrete masonry walls and concrete floors.

"Our prices range from $8,000 to $12,000 for an air-conditioned model, and all models have 3 or 4 bedrooms, 2 baths, living room and separate family room. That certainly is proof enough that they are receiving plenty of value for their home-buying dollar.

"Maryvale is being built as a model suburban community—complete with Arizona's largest shopping center, schools, churches, hospital, medical center—every convenience that will be needed by a community with an eventual population of 30,000."

Like John F. Long, builders throughout the country know that concrete masonry construction offers many advantages. They know it is economical and that home buyers like the extra bonus features that come with concrete—beauty, comfort, low maintenance and unequalled resistance to storms, decay, termites and fire. *Concrete can't burn.* Concrete masonry's added selling power means many extra house sales for you.

PORTLAND CEMENT ASSOCIATION
33 West Grand Avenue, Chicago 10, Illinois
A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work

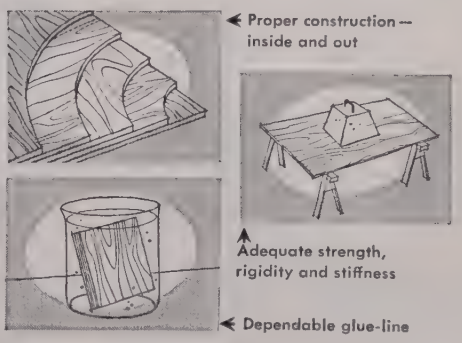




you know you're right when you specify by DFPA* grade-trademarks

factory-inspected, laboratory-tested

To qualify for DFPA grade-trademarks, manufacturers must pass rigid and *continuous* inspection of current plywood production. In addition to these on-the-spot mill checks by DFPA quality supervisors, thousands of samples undergo scientific testing in DFPA laboratories. *Use of grade-trademarks may be withdrawn if quality is not satisfactory.*

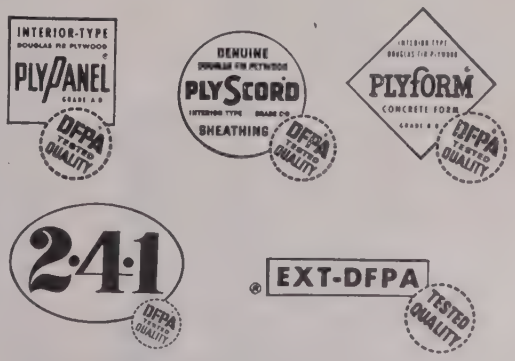


right grade, right quality for every job

DFPA grade-trademarks are specification guides to the *right* grade for a specific job. Only genuine DFPA quality-tested panels bear DFPA registered grade-trademarks. *There are imitations. Don't be misled!*

Be sure you can tell the difference.

Send for the *DFPA Quality Story*—a portfolio of grade-use data and a step-by-step description of the DFPA quality control program. Write Douglas Fir Plywood Association, Tacoma 2, Washington. (Offer good USA only)



*DFPA stands for Douglas Fir Plywood Association, Tacoma 2, Washington—a non-profit industry organization devoted to product research, promotion and quality maintenance.

DFPA TESTED QUALITY

DFPA grade-trademarks mean quality FIR PLYWOOD

Biggest Sales Plus for Least Extra Cost!

Reynolds continuing promotion of the TRIPLE PLUS — by four-color magazine advertising and network TV — has more and more homebuyers demanding this important extra value. They know this "extra" costs very little. They know the only time to get the TRIPLE PLUS job is *while the house is building*. So write this sales-clinching feature into your specifications — and promote it! Choose from the famous brands listed in the column alongside. **Reynolds Metals Company,** General Sales Office, Louisville 1, Kentucky.

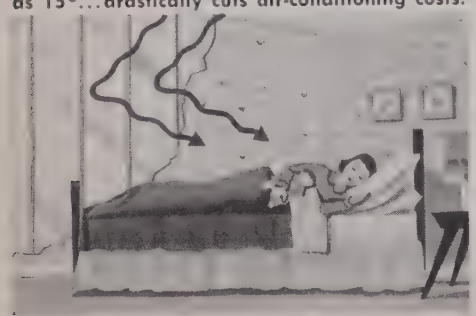
the TRIPLE PLUS* of Reynolds Aluminum Foil on famous-brand Batts and Blankets

This is the Mark of Extra Value in Insulation . . . by the makers of Reynolds Wrap!

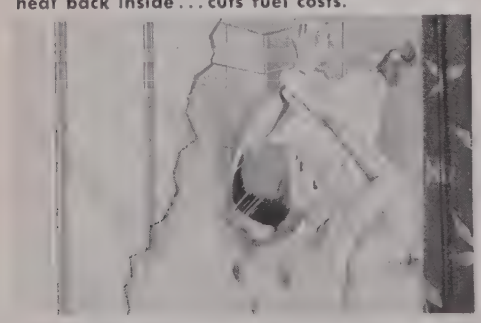




PLUS 1 BOUNCES OFF SUMMER HEAT! Reynolds Aluminum Foil reflects up to 95% of all radiant heat . . . cools a house as much as 15° . . . drastically cuts air-conditioning costs.



PLUS 2 THROWS BACK WINTER RADIATION! Properly placed in walls, in ceilings, under floors, Reynolds Aluminum Foil reflects house heat back inside . . . cuts fuel costs.



PLUS 3 CONTROLS MOISTURE CONDENSATION! Reynolds Aluminum Foil is a positive vapor barrier . . . protects homes against moisture damage just as foil packaging protects foods.

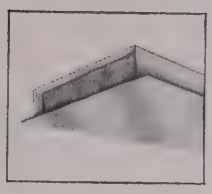
THE FINEST PRODUCTS MADE WITH ALUMINUM ARE MADE WITH

REYNOLDS ALUMINUM

*Trademark

© 1957 Reynolds Metals Company

These are the different ways the TRIPLE PLUS is used

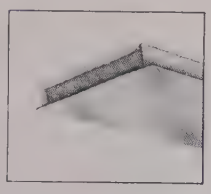


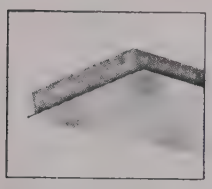
TYPE A

This insulation uses the TRIPLE PLUS all around: Reynolds Aluminum Foil completely encasing the batt on all four sides, giving the full advantage of reflective foil.

TYPE B

This insulation features the TRIPLE PLUS in another form: Reynolds Aluminum Foil one side; the other side a polished aluminum pigmented coating on kraft paper.





TYPE C

This type of insulation gives you the advantages of the TRIPLE PLUS in still another way . . . with a layer of Reynolds Aluminum Foil on one side of the batt.

. . . in each of these famous-brand insulations:

U.S. RED TOP INSULATING BLANKET
WITH THE TRIPLE PLUS OF REYNOLDS ALUMINUM
RED TOP uses Type 'A' TRIPLE PLUS

CELOTEX
INSULATING BLANKETS
WITH THE TRIPLE PLUS OF REYNOLDS ALUMINUM
CELOTEX: Types 'A' & 'B' TRIPLE PLUS

JM Spintex INSULATION
WITH THE TRIPLE PLUS OF REYNOLDS ALUMINUM
SPINTEX uses Type 'B' TRIPLE PLUS

SEALFOIL
GLASS FIBRE INSULATION WOOL
WITH THE TRIPLE PLUS OF REYNOLDS ALUMINUM
SEALFOIL uses Type 'B' TRIPLE PLUS

BALSAM-WOOL
WITH THE TRIPLE PLUS OF REYNOLDS ALUMINUM
BALSAM WOOL uses Type 'B' TRIPLE PLUS

LOF GLASS FIBERS HOME INSULATION
WITH THE TRIPLE PLUS OF REYNOLDS ALUMINUM
LOF uses Type 'C' TRIPLE PLUS

Technical Publications

For further details check numbered coupon, p. 292

622. Fireplaces of stone. Building Stone Institute, Dept. HH, 1696 Summer St., Stamford, Conn. 22 pp.
Fireplace walls and panels of stone in a variety of design applications that include the family room, where the fireplace is almost a second kitchen, to the bedroom where the fireplace is frankly a luxury. Stone attributes are amply described.

623. Rapidayton Water Systems. Rapidayton Div., The Tait Mfg. Co., Dept. HH, Dayton 1, Ohio. 40 pp.
The 1957 line of water appliances including jet, reciprocating and submersible pumps and water systems, cellar drainers, and water softeners. Also shown a single and a two-stage Vertical Champion jet pump and an automatic water softener with brine storage tank.

624. Ceramic Tile, Booklet 207. American-Olean Tile Co., Dept. HH, 1000 Cannon Ave., Lansdale, Pa. 28 pp.
Glazed and unglazed ceramic tile for walls and floors with suggested color combinations, color charts and a list of bathroom accessories.

625. Catalogue 57-R, Mississippi Glass Co., Dept. HH, 88 Angelica St., St. Louis 7, Mo.
This manufacturer of rolled, figured and wired glass shows you actual installation photos, gives you pattern characteristics, light transmission data, etc.

626. Flexazone Engineering Manual, Drayer-Hanson, Div. of Nat'l. — U. S. Radiator Corp., Dept. HH, 3301 Medford St., Los Angeles 63, Calif. 12 pp.
The 9-model line of single-unit air conditioning equipment which, via individual zone control, can simultaneously heat one area while cooling another is included. Also given, unit nominal rating table and selection and air friction data. A breakdown of coil capacities and specification sheet are shown.

627. Aluminum in Architecture. AIA File No. 15-J. Kaiser Aluminum & Chemical Sales, Inc., Dept. HH, 1924 Broadway, Oakland 12, Calif. 16 pp.
The company's line-up of architectural products and services. There are mill products, building products, detailed information on architectural alloys, their properties and an alloy selection table. Another section describes aluminum finishes.

628. Vitricon booklet. Vitricon Inc., Dept. HH, 26-02 First St., Long Island City 2, N. Y. 4 pp.
Properties, uses and methods of applying Vitricon cold glazed concrete finish. Specifications and test data are included.

629. Hercules Home Vaults. Meilink Steel Safe Co., Dept. HH, 1672 Oakwood Ave., Toledo 6, Ohio. 12 pp.
Hercules home vaults, wall vaults, closet vaults and safes. Back page gives dimensions, color, weight.

630. How to build Homes that Will Outlive the Mortgage. American Wood Preservers Institute, Dept. HH, 111 W. Washington St., Chicago 2. 24 pp.
Where and how to use pressure-treated lumber to protect future investments of builders, dealers, mortgage lenders, loan-insuring agencies and homeowners. There's a section on decay and termite damage, a map and lists of states that have to fight the steadily expanding army of termites. Drawings and material lists show what lumber should be pressure treated, etc.

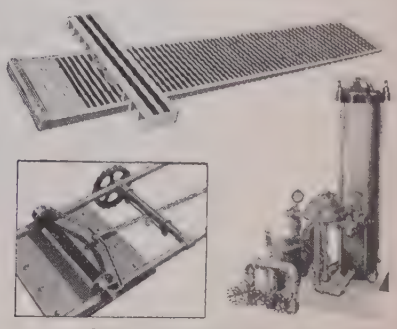
continued on p. 292

WITH A LITTLE BIT

. . . of encouragement on your part most people building homes today will include a swimming pool as part of the deal. And that's a responsibility you'll do well to share with Swimquip, Inc.



As you know, a swimming pool can be a great source of pleasure and enjoyment. Or, unfortunately, it can equally cause great annoyance and expense. The difference lies in Swimquip experience, engineering, service and equipment. If you have anything to say about your clients' pool, say Swimquip!



From their revolutionary Centri-Mite Filters to the widely acclaimed extruded aluminum diving board and foot-adjusted fulcrum, all Swimquip products have built-in beauty, economy and durability. Both you and your clients will be interested in the fact that every piece of Swimquip-ment is standard, cataloged and warranted.



Swimquip also provides, on request, a free information service including written data on typical plans, location and sizes of equipment

"Dealers the World Over"

SWIMQUIP INC.

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3301 Gilman Rd., El Monte, Calif.
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Please send information on the following
____Filters, ____Heaters, Accessories and Deck Equipment . . . ____for commercial pools ____for residential pools.

Name_____

Company_____ Title_____

Address_____

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____we are contractors ____we are jobbers

costs so little... does so much...

AMERICAN MADE

hpi

Hardwood plywood... *the*



Elliott & Dworski, Architects



"Hardwood Plywood made this kitchen the heart of the house..."

"No woman today wants a cold, sterile kitchen that's out of pace with the trend to casual, comfortable living. That's why we used the rich, natural beauty of Hardwood Plywood to bring the relaxed liveable feeling of the rest of the house into this attractive kitchen."

Alex Gow, Builder Troy, Michigan

distinctive touch of elegance

...the "something extra" that closes the sale



"We specified Hardwood Plywood throughout..."

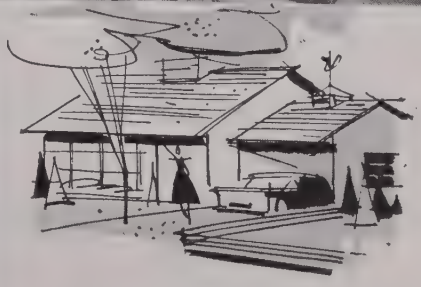
"We've found that homes panelled with warm, rich hardwood plywoods get immediate response from hard-to-please home buyers. Economical, easy to install, hardwood plywood panelling adds that touch of dignity and distinction that closes the sale."

Nathan Manilow, President
Manilow Construction Company





Send **coupon for your free copy of the HPI "Hardwood Plywood Handbook."**



"These panelled walls sold them..."

"The distinctive Oak Hardwood Plywood panelling in family rooms such as this made a hit with virtually every visitor to our *Women's Congress Model Home**. Beautiful, durable, easy-to-maintain Hardwood Plywood panelling like this adds that important extra touch of elegance that today's women demand."

Richard G. Schaub, Builder Whiting, Ind.

**Munster, Indiana*

Specify *AMERICAN MADE* HARDWOOD PLYWOOD— IT BACKS-UP YOUR REPUTATION!

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Send me free copy of the HPI "Hardwood Plywood Handbook," a guide to selection and use.

Name_____

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Andersen Flexiviews



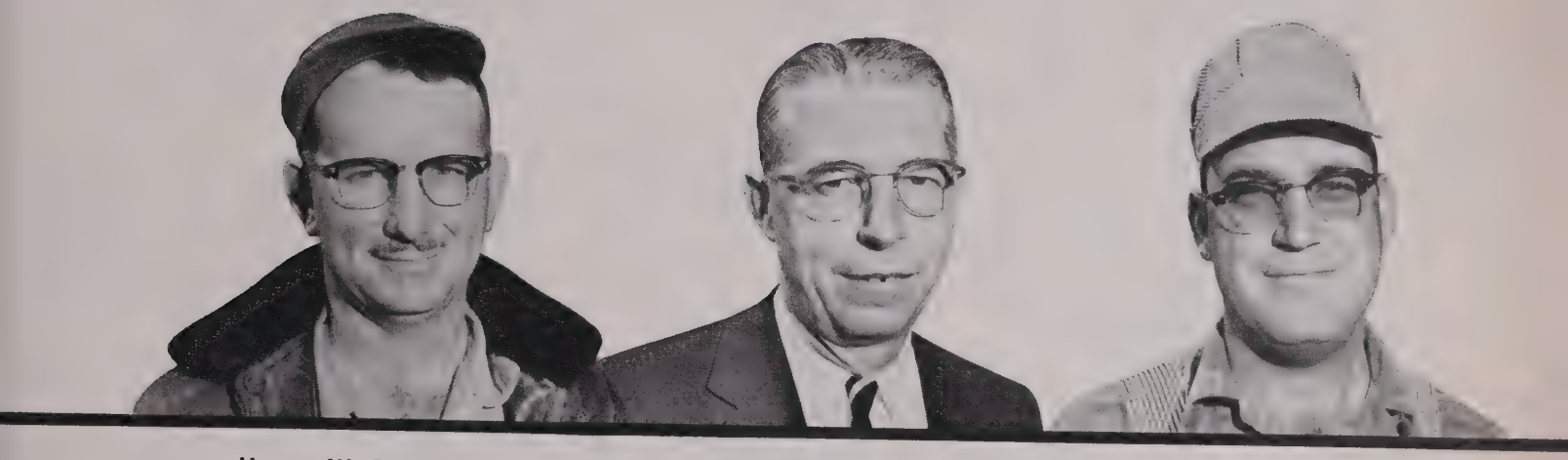
"We switched over to Andersen Flexivent and Flexiview Window Units of wood about two years ago," says Charles E. Wheeler of Sloan-Pollock-Wheeler Homes, Inc. "We find that they definitely help us sell our homes as they are better accepted by our buyers."

All over the country, builders of project homes have found that Andersen Wood Window Units give them a decided advantage in closing sales. Prospective homeowners *know* the Andersen name stands for quality. When they see Andersen Windows in a home, they have confidence in the builder . . . recognize him as one who features quality material and construction. No other window manufactured enjoys this wide recognition among prospective homeowners! Next time you are planning a group of homes for sale, be sure to look into this extra advantage offered by Andersen WINDOWALLS.

For full specification data on WINDOWALLS, see Sweet's Files or write Andersen for Detail Catalog and Tracing Detail File. Sold exclusively through lumber and millwork dealers.

and Flexivents® help us sell our homes!

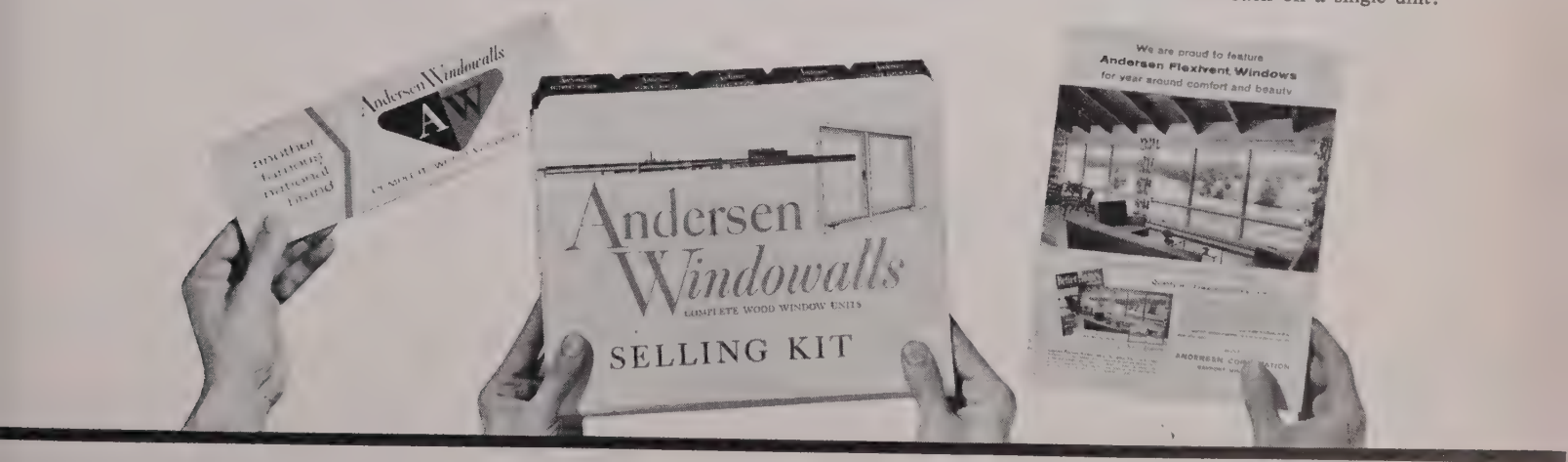
report these Wichita, Kansas builders



Homer W. Sloan
"The most completely weatherproof window units that I have used. Driving rain and dust can't get in!"

Charles E. Wheeler
"Flexivents afford better light . . . give more ventilation . . . and customers report they are easier to clean."

David J. Pollock
"We've used over 4,000 units and have found them the easiest to install; we have not had to call back on a single unit!"



TO HELP YOU SELL . . . Andersen furnishes powerful aids like these: (1) Attractive easel display card for use at home site. (2) Complete Selling Kit with advertising mats and other material for building your local selling program. (3) A special Flexivent sheet with a full ¼ of the space for advertising *your* homes. Write Andersen now for complete information on these tested selling aids.

Andersen Windowalls

TRADEMARK OF ANDERSEN CORPORATION

ANDERSEN CORPORATION • BAYPORT, MINNESOTA

631. Modulume. Lam Workshop Inc., Dept. HH, Wakefield, Mass. 8 pp.

Modulume? Three-dimensional modular plastic diffusers plus an extruded aluminum track which can be combined in many ways with bare fluorescent strip or rows of incandescent to make up large area—low brightness fixtures, fitted wall to wall luminous strips or luminous area lighting. You can mount Modulume at the cornice or ceiling, use it in one row or many. Behind it put the light source of your choice. Three module lengths allow combinations to any total length.

632. Col-O-Vin Meets Metal. Columbus Coated Fabrics Corp., Dept. HH, Columbus 16, Ohio. 16 pp.

A handsome book about Col-O-Vin metal laminate, semirigid vinyl sheeting, bonded to steel or other nonferrous metals for product use, as wall panels and doors. Vinyl swatches in tweeds and solid colors adorn the inside front cover; vinyl bonded to 22 gauge steel and vinyl bonded to .025 aluminum are inserted into back cover. Manufacturing processes are described and a test chart shows how Col-O-Vin stands up under testing.

PRODUCTS AND PUBLICATIONS COUPON

For more information on new products and publications in this April issue check key numbers below and mail to:

House & Home

Room 1021, 9 Rockefeller Plaza, New York 20, N.Y.

NEW PRODUCTS

A. Majestic Co. fireplace products ☐
B. Uni-Bilt fireplace products ☐
C. Kosmok fireplaces ☐
D. Portland Stove & Foundry products ☐
E. Manchester-Pierce fireplace products ☐
F. Acorn Design fire places ☐
G. Condon-King fireplace products ☐
H. Superior Heatform fireplace products ☐
I. Heatilator fireplace products ☐
K. Bennet-Ireland fireplace products ☐
L. Donley Bros. fireplace products ☐
M. Vestal Mfg. Co. fireplaces ☐
N. Portland Williamette Co. fireplace products ☐
O. Thermo-Rite Mfg. Co. fireplace products ☐
P. Fabrow window panel ☐
Q. Lu-Re-Co window panel ☐
R. Fabricators, Inc. window panel ☐
t. Gaffers & Sattler Tel-a-Tronic gas range ☐
u. General Electric's Keyboard range ☐
v. Caloric Appliance oven-broiler unit ☐
w. American-Standard bathtub-lavatory unit ☐
x. Dudley Machinery shower-tub ☐
y. Rayco Products' bathroom accessories ☐
z. Yetter Slide-N-Fold door unit ☐
aa. Fabritate vinyl wall covering ☐
bb. Kirkhof fork lift ☐
cc. Just Mfg. Co. stainless steel sinks ☐
dd. Prince-Mover fork lift truck ☐
ee. National Electric baseboard wiring ☐
ff. Portable Electric Tool brush cleaning tool ☐
gg. Edwards automatic fire alarm ☐
hh. Reynolds water softener ☐
ii. Softener Corp. water softener ☐

TECHNICAL PUBLICATIONS

622. Fireplaces of stone ☐
623. Rapidayton water systems ☐
624. American Olean tile booklet ☐
625. Mississippi Glass Co. catalogue ☐
626. Flexagone engineering manual ☐
627. Aluminum in architecture ☐
628. Vitricon cold glazed finish booklet ☐
629. Hercules home vaults ☐
630. American Wood Preservers Institute booklet ☐
631. Modulume booklet ☐
632. Col-O-Vin swatch booklet ☐
633. American-Standard gas furnace booklet ☐
634. G. E. Silicone booklet ☐
635. Barcol overhead door catalogue ☐

* For information about unlisted Technical Publications see below.

NAME _____

OCCUPATION _____ TITLE _____

FIRM _____

STREET _____

CITY _____ STATE _____

IMPORTANT:

House & Home's servicing of this coupon expires June, 1957

** Any inquiries with money or check enclosures must be addressed directly to the manufacturer. In addressing direct inquiries, please mention*

House & Home

and the issue in which you saw the product or publication.

I wish to enter a subscription to **House & Home** *for* *1 year, $6* ☐ *2 years, $8* ☐
US and possessions and Canada only

☐ *New* ☐ *Renewal* _____ Signature

penny for penny... YOU GET MORE with...



GYRO®

SINGLE HANDLE MIXING FAUCETS

Check These Features!

- Conveniences Unlimited
- Trouble-Free Performance
- Any Variation of Water Volume
- Any Variation of Water Temperature
- Guaranteed Dripless
- No Washers to Replace
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THERE'S NOTHING LIKE GYRO...

for Kitchens, Baths, Showers, Lavatories & Vanities

WRITE FOR FULL INFORMATION TO:
GYRO BRASS MANUFACTURING CORP.
51 Urban Avenue • Westbury, L. I., N. Y.

Most powerful consumer campaign in history!

WILL HELP YOU

SELL YOUR BIRD-ROOFED HOMES

THIS YEAR!



A double-barrelled campaign . . . reaching into millions of homes all over America through 2 of the most action-provoking media ever combined to help you sell homes.

TELEVISION FOR DEMONSTRATION

GARRY MOORE — greatest salesman of 'em all — will demonstrate Bird roofs to the women of America on his half hour Show every other week for 26 weeks throughout your peak selling season. Starts Feb. 11.



SATURDAY EVENING POST FOR COLOR

15 FULL COLOR ADS in one of the biggest and most respected magazines in the world will show 10,000,000 men and women the beauty of Bird roofs. Starts April 20.



BIRD
Roofs & Sidings

PROMOTE YOUR BIRD-ROOFED HOMES . . .

BIRD IS THE WORD THAT SELLS TODAY!

It spells "quality" to your customers . . . gives them confidence to buy. See your Bird Representative on model home sales aids to help you cash in on this great program . . . or write

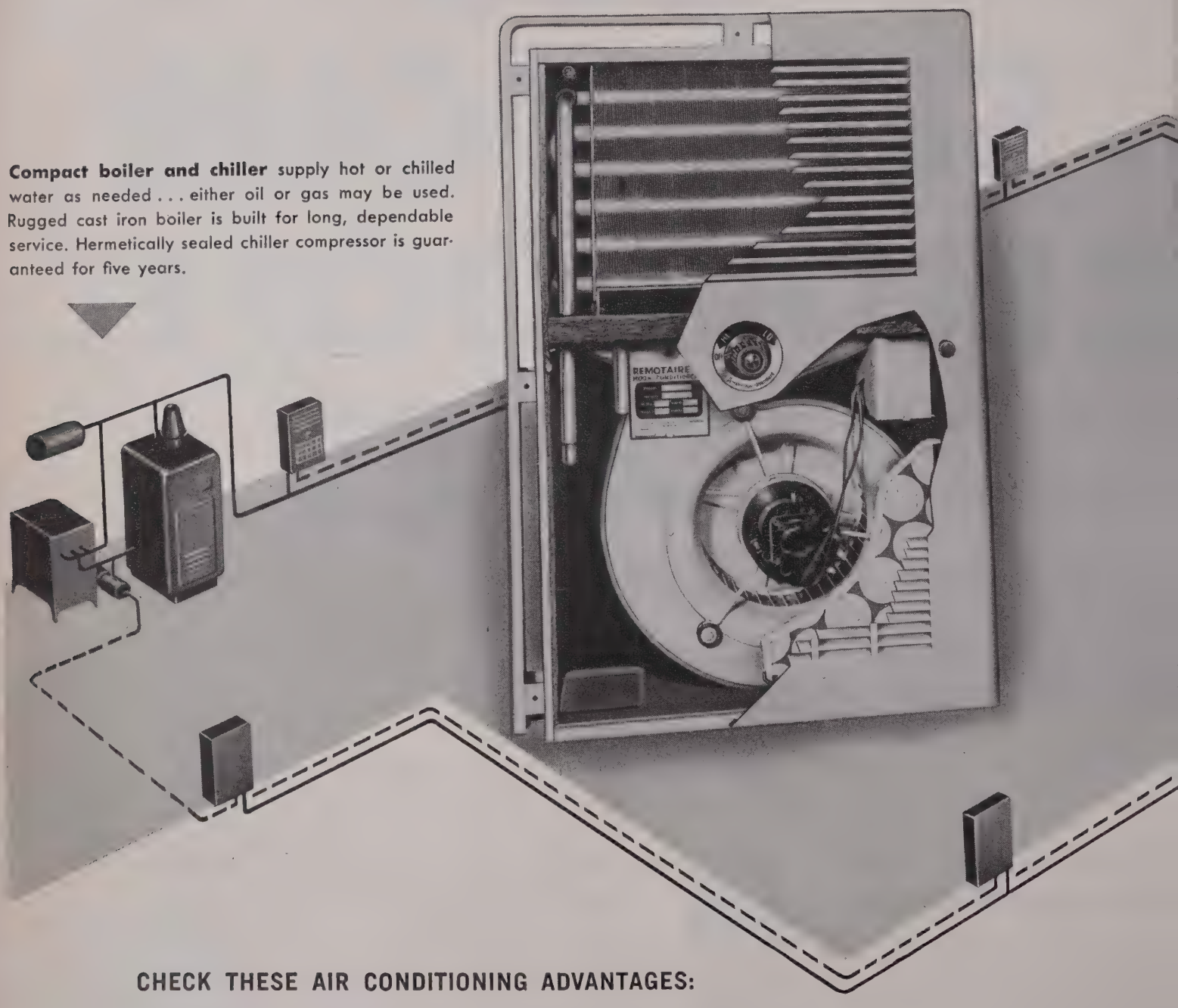
Bird & Son, inc., Dept. HH-4, East Walpole, Mass.

NEW

AMERICAN-Standard

YEAR 'ROUND

Compact boiler and chiller supply hot or chilled water as needed . . . either oil or gas may be used. Rugged cast iron boiler is built for long, dependable service. Hermetically sealed chiller compressor is guaranteed for five years.

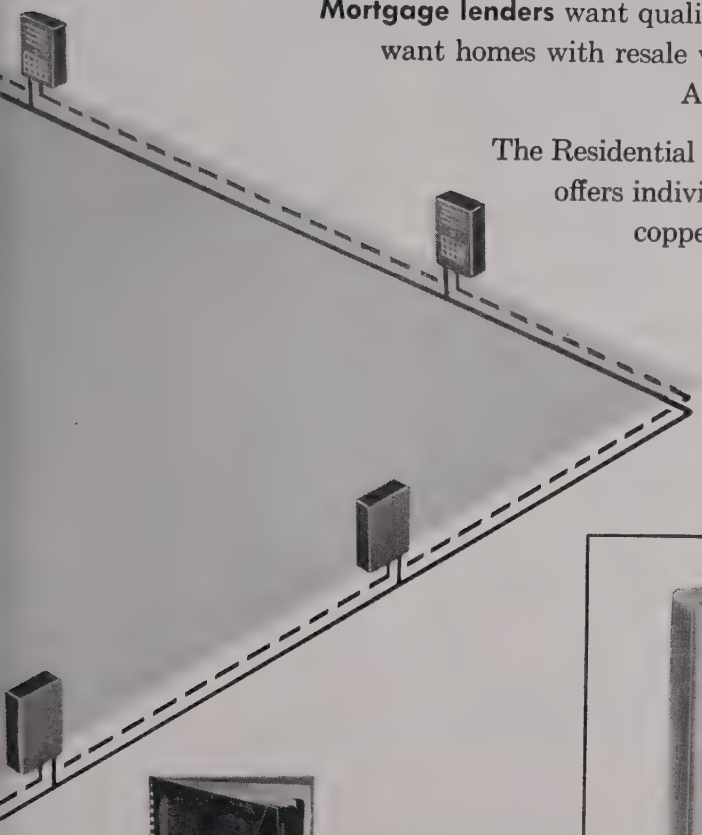


CHECK THESE AIR CONDITIONING ADVANTAGES:

- This system is easily installed in any type of home because of its small-diameter, flexible piping and compact boiler and chiller units.
- Individual room temperature control allows occupant of each room to choose the temperature that suits him best.
- Not only does this system heat in the winter, it cools the entire house in the summer, filters and circulates air all year long.
- Whisper-quiet operation is assured by heavy insulation of each unit, plus a specially designed and mounted fan motor.
- No area is hard to condition, even in splits or rambling ranch homes. Water temperatures are uniform throughout the entire system, and all rooms are correctly conditioned regardless of location.
- Unique trim shield protects paint or plaster line. All components of a unit are readily accessible through an easily removed front panel.
- Cooling may be added to initial heating installation. No additional piping is needed.

AIR CONDITIONING

• Heats with hot water—cools with chilled water • Compact, easily installed ductless system • Individual room temperature control at no extra cost



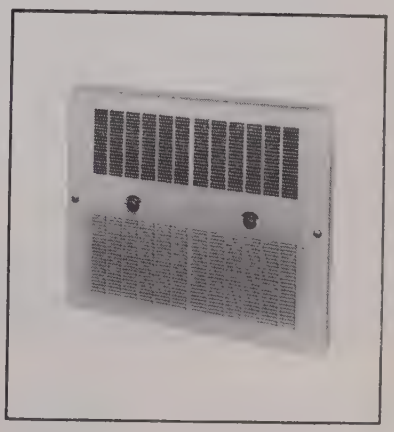
Mortgage lenders want quality homes that will protect their investor's money. Home buyers want homes with resale value. With the new American-Standard Residential Remotaire Air Conditioning system you can completely satisfy both parties.

The Residential Remotaire system uses water for year 'round heating-cooling . . . offers individual room temperature control at no extra cost to you. A flexible, copper piping system makes it easy to install in any type home. Small room units are designed for recessing in one or two stud spaces.

To trim your basic price, you may offer cooling as an option, or as a feature to be added later.



Single unit, 150 cfm size, fits within one stud space — either recessed, as shown, or free-standing. Entire depth of attractive unit is just 6 inches.



Double unit, 300 cfm size, fits within two stud areas. Available recessed or free-standing. When recessed, unit extends into room just 2¾ inches.



✻ **1957 Blueprint for Sales** is packed with promotional helps used by successful builders...such as how to get free publicity for your model, how to plan a grand opening, ads, displays and signs.



✻ **Cooperative Newspaper Advertising Service** pays up to 30% of your advertising space. Helpful mat book includes sample ad layouts, suggested headlines and copy... as well as available mats and their order numbers.

✻ **PRACTICAL SALES HELP FOR BUILDERS** . . . *two of the many aids available are shown to the left. For others, see our special two-page, promotional advertisement in this issue.*

FOR ALL THE FACTS on the new Residential Remotaire system, write now to AMERICAN-STANDARD, PLUMBING & HEATING DIV., 40 W. 40th St., New York 18, N. Y.

AMERICAN-Standard

PLUMBING AND HEATING DIVISION



NEW BUDGET-PRICED LUPTON ALUMINUM SLIDING DOOR CAN BE INSTALLED IN 1 HOUR, IS COMPLETELY WEATHER-TIGHT

Biggest bargain in home building today—the *installed* cost of a new Lupton weather-tight aluminum sliding door. The popular two-panel type above goes up in less than an hour. Even a 20′ four-panel type averages only 75 minutes *complete* installation time.

Lupton aluminum sliding doors offer a big *extra* feature that makes homes more attractive, easier to sell. Builders *know from experience* these new weather-tight doors help move homes *faster.*

Every day Lupton aluminum sliding doors help builders set construction records and sell mor homes. If *you* are cost-and-quality conscious, fin out today how they can mean bigger busines for you.

Order Lupton aluminum sliding doors in thre *stock* types (nine sizes): Type XO—two panels one sliding, one stationary. Type OXO—thre panels; center panel sliding. Type OXXO—fou panels; two center panels sliding. Get the full stor *now.* Call your nearby Lupton Sales Representativ or Distributor. His name and number are listed i the Yellow Pages under *Windows & Sash—Meta*

HARDWARE

Standard pull-handle is extruded aluminum, 8" long. (Deluxe Lucite handle at extra cost.) Tight-locking bronze latch is simple to operate.

STRENGTH

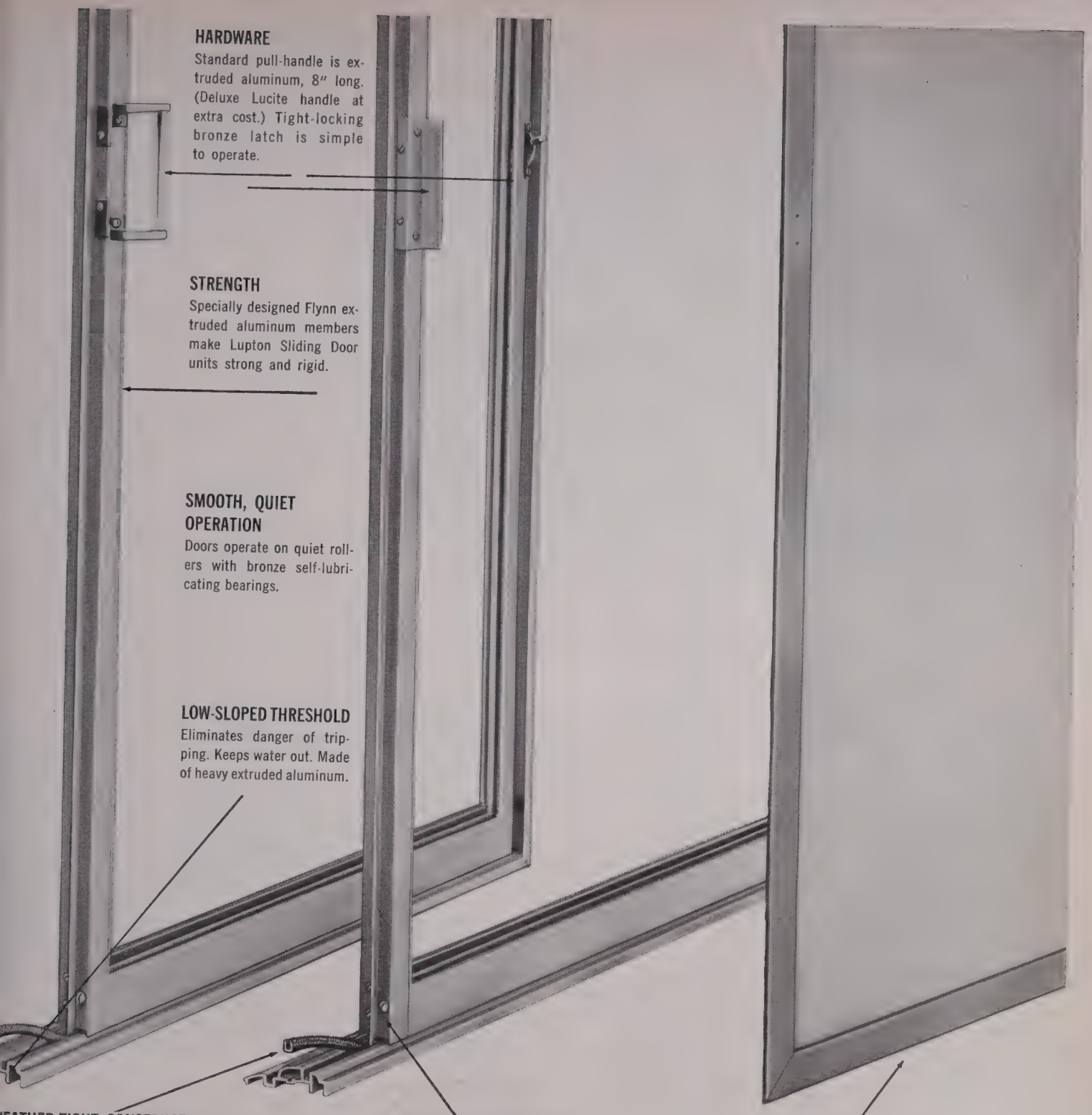
Specially designed Flynn extruded aluminum members make Lupton Sliding Door units strong and rigid.

SMOOTH, QUIET OPERATION

Doors operate on quiet rollers with bronze self-lubricating bearings.

LOW-SLOPED THRESHOLD

Eliminates danger of tripping. Keeps water out. Made of heavy extruded aluminum.



/EATHER-TIGHT CONSTRUCTION

/oven pile, double row weatherstrip pro-des resilient, long-lasting seal on all sides movable sash.

LEVELING ADJUSTMENT

Simple leveling adjustment of door rollers at installation assures tight locking . . . correct, precise operation.

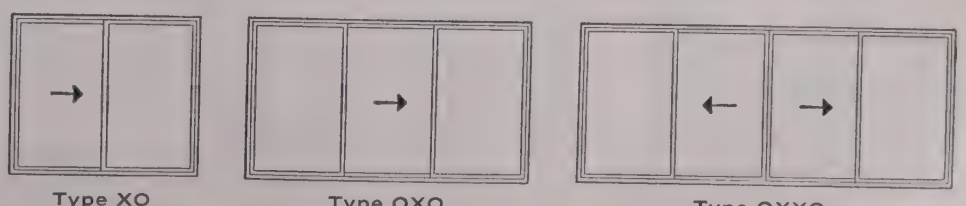
SCREENS (*Available at extra cost*)

Heavy duty aluminum screens make doors practical for use anywhere. Closure strips, locking latch, interior and exterior pulls.

TYPES OF LUPTON ALUMINUM SLIDING DOORS

(*Viewed from Outside*)

Door overall widths: 6′ to 20′; height for all types: 6′9½″.



Type XO — Type OXO — Type OXXO

LUPTON

METAL WINDOWS AND ALUMINUM SLIDING DOORS

MICHAEL FLYNN MANUFACTURING CO.

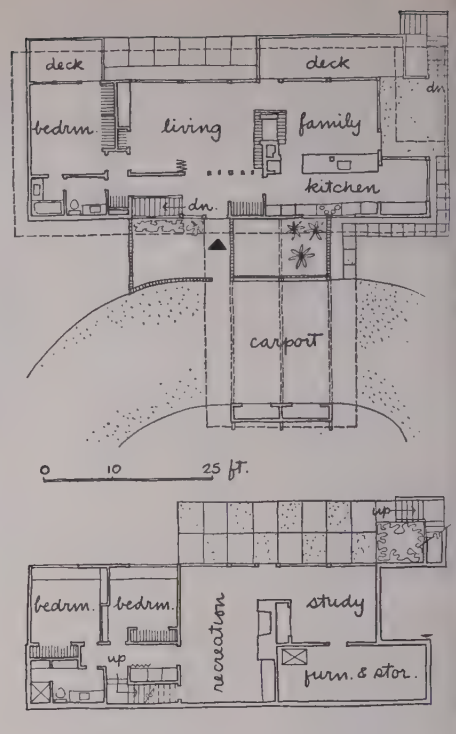
Main Office and Plant: 700 E. Godfrey Avenue, Philadelphia 24, Penna. *New York Office:* 51 East 42nd Street, New York 17, N. Y. *Los Angeles Office and Warehouse:* 672 South Lafayette Park Place, Los Angeles 57, Cal. *Stockton Office and Warehouse:* 1441 Fremont Street, Stockton, Cal.

SALES OFFICES AND REPRESENTATIVES IN PRINCIPAL CITIES

Photos: Art Hupy



HILLTOP SITE *gave McAdoo the advantage of placing carport entrance at adult-living level.*



EACH LEVEL *in plan has own living area.*

Hillside house chosen as best entry in Seattle AIA contest



Its "very inviting approach, workable plan, good workmanship and good detail" led a jury to pick this two-level hillside home as winner of the 1956 Home of the Month competition in Seattle.

Architect **Benjamin F. McAdoo Jr.,** AIA, and Builder **Michael Leder** were honored by the Washington State AIA chapter and the Seattle *Times,* sponsors of the three-year-old competition. Each month, one custom house is selected for a feature article in the *Times,* and the 12 chosen vie for the annual award.

McAdoo's 2,250 sq. ft. house (owned by Mr. & Mrs. **George H. Hage,** who received a $500 check) turned both living levels to the view, brought auto traffic to the house entrance on an upper level, circular driveway. An entrance court screens the living area from street and carport.

Other monthly winners cited were: Architects **James Ellison, Mithun & Nesland, Paul Hayden Kirk, Parr & Soldanno, McAdoo, Ted LaCourse, A. O. Bumgardner, Wortman & Wilkins, Bell & Beatty, Lawrence & Hazen** and **Durham, Anderson & Freed;** Builders **Keneth Barnard, J. W. Carden, Robert W. Kurth, Ralph Park, Torkel Nilson, C. R. Woods, George B. Watts, Philip Gest, Clifford Marston, Abe DenAdel,** and **Ray Carlson.**



GLASS WALLS *open living and dining areas to lovely tree top views.*

Builder's own deposits in S&L guarantee 90% conventionals

His own savings accounts pledged as part security for mortgages are letting Builder **Robert Schmertz** of Lakewood, N.J. offer 90% conventional mortgages.

New York City's First Federal S&L grants an 80% base mortgage on the $14,-990, three-bedroom, two-bath houses. Schmertz deposits $1,500 in a savings account. This is credited against a possible default, leaving the buyer with a 10% down payment. Because of the deposit, First Federal has not exceeded its legal loan limitation of 80%.

The young (30) builder's savings account (which draws full interest) is released for withdrawal as the home buyer pays off the principal on the mortgage, on a basis of $1 freed for every $3 of debt reduction.

For Schmertz, this is not wholly capital depletion. He figures that VA and FHA mortgages would cost him some $750 in discounts and red tape, plus $500 for FHA or VA inspections. "I would rather put the money in escrow which will eventually become profit than sell fewer houses that cost more to build," he says.

For First Federal, it represents a new source of deposits which bolsters their funds for lending. Says President **Eugene Mortlock:** "We think it is a good plan for both the builder and us."

So far, there have been 20 sales in Schmertz' Pine Park development. Every buyer has taken advantage of the full 90% loan. Schmertz, who started out with 13 houses in 1951, built 250 last year.

Prefab dealer tries churches, hopes to sell 50 in 1957

Towne Realty Co., Milwaukee's biggest, is finding prefab churches a profitable sideline.

Sales of 14 **US Steel** prefab churches added some $500,000 to the firm's gross last year and this year President **Joseph J. Zilber** has his eye on selling 50 at an average $35,000 each.

Towne Realty (which also sold 1,200 houses last year, including prefabs), set up a subsidiary, **Towne Commercial Sales,** to handle sales, construction and financing of churches.

The company got into the market by buying the model church exhibited by US Steel at the NAHB convention in 1956. Zilber dismantled the model, reassembled

continued on p. 30



NEW Electro-Klean
NEW Low Price

Brand-new sales appeal brings in model home crowds

Now you can offer an exciting new feature in your homes that will capture the attention of every housewife in town. A simple, low-cost *Electro-Klean* installation will banish up to 90% of the airborne dirt from your homes, eliminate the need for daily dusting, keep drapery and upholstered fabrics clean and new-looking—even reduce the oily dirt particles that cause dulling film on walls and windows!

NEW Electro-Klean
NEW Low Price

Homes that houseclean themselves . . . *electronically*

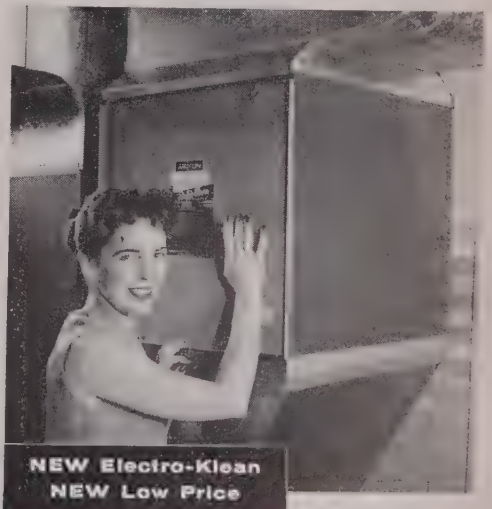
The miracle of electronic air filtering means you now can sell automatic housecleaning . . . *all through the house.* Think what this means to every woman in terms of freedom from housecleaning drudgery!

Electro-Klean is the latest development of American Air Filter Co., world's oldest and largest manufacturer of electronic air filters. There is virtually no installation cost with *Electro-Klean.* It simply mounts in air return side of any forced air furnace or air conditioner. Use existing ducts. Completely guaranteed. Full FHA approval.

NEW Electro-Klean
NEW Low Price

Sells for ½ the cost of competitive units

The *first* dry-type electronic home air filter, *Electro-Klean* can now be an attention-getting "conversation piece" in your homes for a minimum price (in the $200 area). Just compare it with any other unit of similar type. *Electro-Klean* requires *no* water or sewer connections, *no* special wiring circuits. *There are no moving parts to wear out.* It's *new* in every way—including a *new low price!*

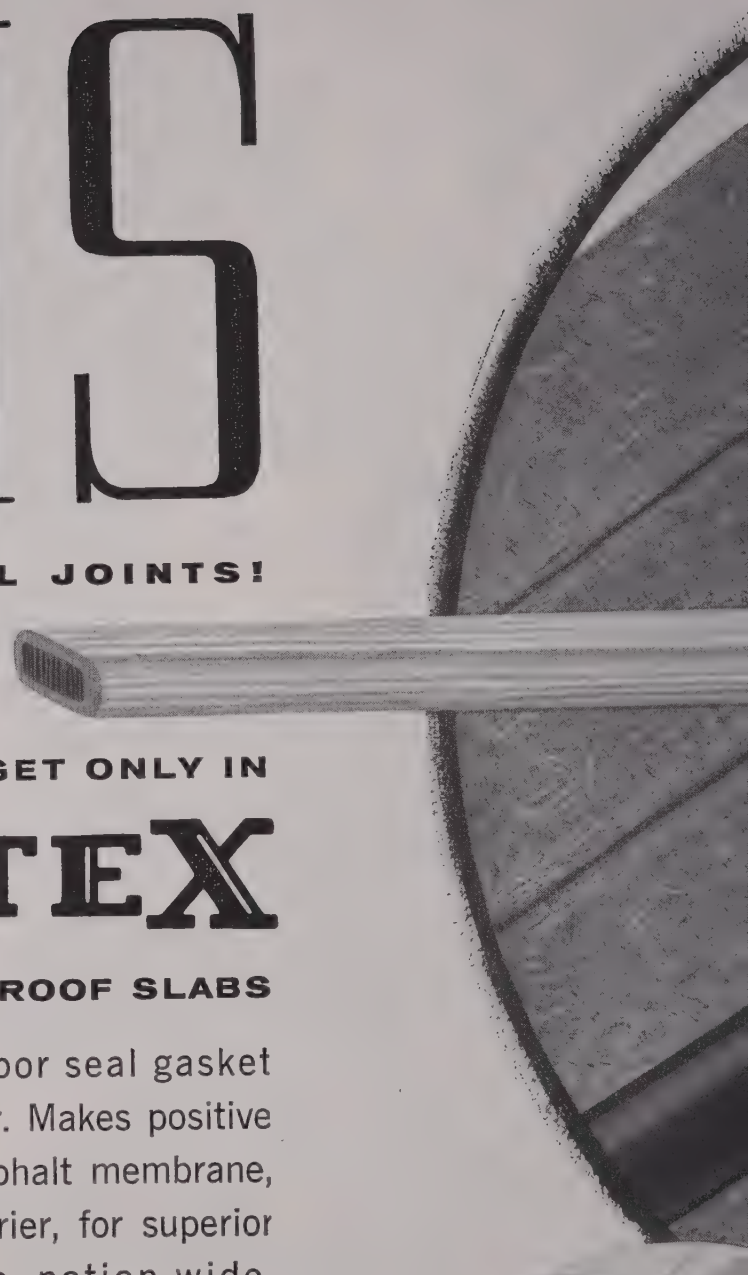


NEW Electro-Klean
NEW Low Price

THE *Electro-Klean* ELECTRONIC HOME AIR FILTER is an unusually different, dramatically merchandisable feature to help you sell your homes. A comfort-conscious, health-conscious public will be instantly impressed—*and will talk about*—this low-cost, modern-age electronic unit that makes house*keeping* and house*cleaning* so much easier! Write for the especially attractive proposition we have for home builders, including display materials such as the modern mobile shown at left. *Address: Electro-Klean Dept., American Air Filter Co., Inc., Louisville 8, Ky.*

THIS

VAPOR SEAL AT ALL JOINTS!



A NEW FEATURE YOU GET ONLY IN

CELOTEX

REG. U.S. PAT. OFF.

IMPROVED INSULATING ROOF SLABS

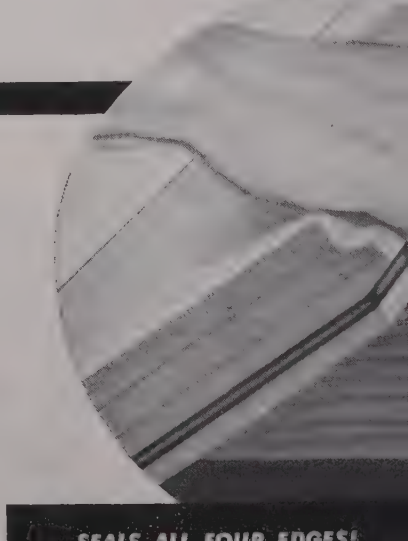
This exclusive CELOTEX vapor seal gasket seals **all** joints. Better. Quicker. Makes positive contact with slab's built-in asphalt membrane, creating **continuous** vapor barrier, for superior protection. Now available nation-wide.



Adds "Sell" to the Job! Attractive white factory finish on undersurface, including bevels. Ideal for modern exposed-beam construction. Cleanable, paintable.
*Reg. U. S. Pat. Off.

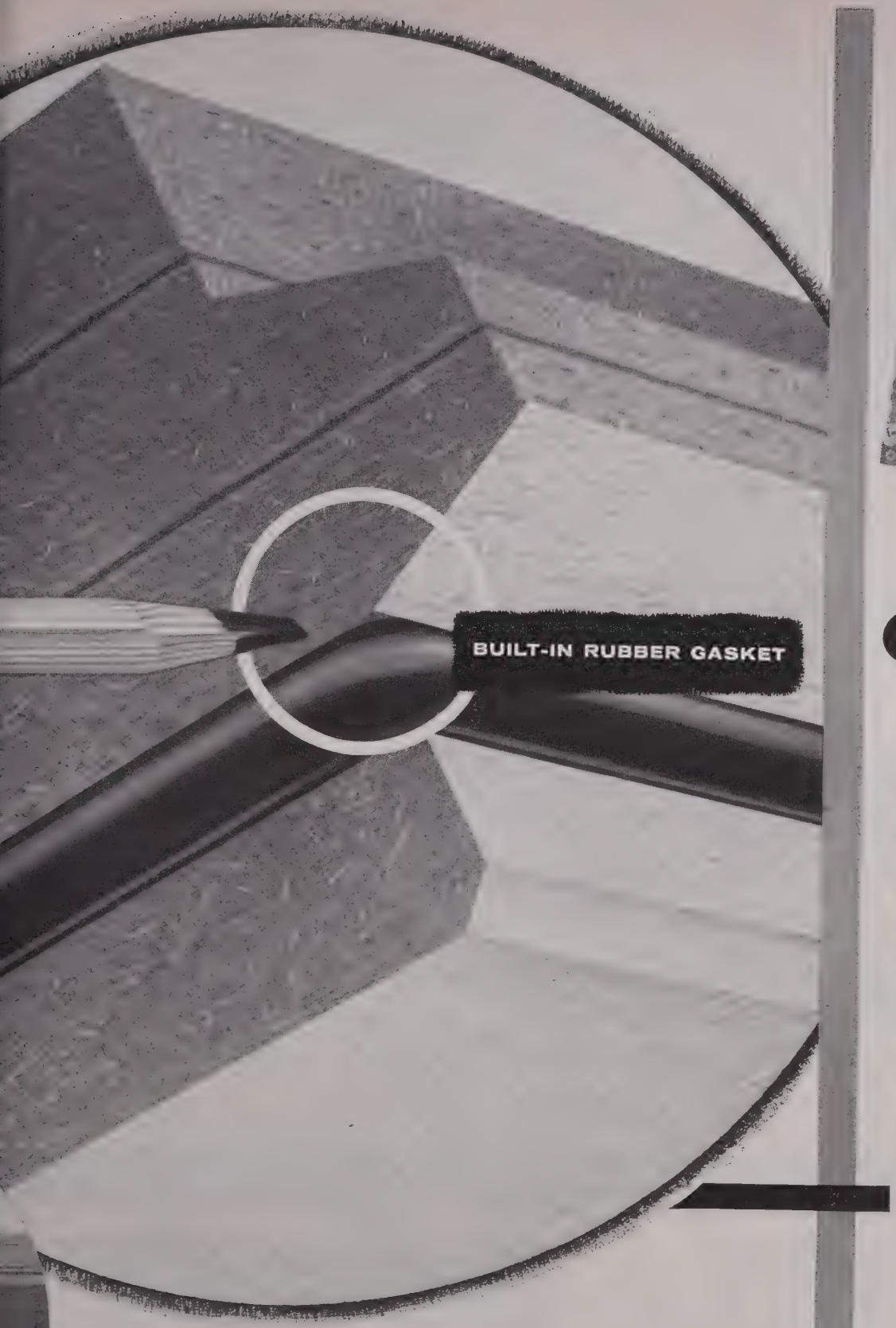


One Product—One Application! This multi-function CELOTEX product combines roof deck, insulation, finished ceiling and continuous vapor barrier. Saves time, labor, materials.



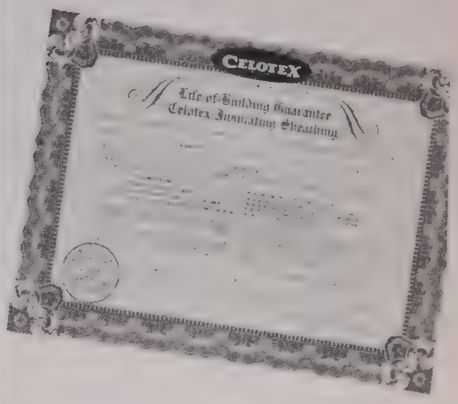
SEALS ALL FOUR EDGES!
Exclusive CELOTEX vapor seal gasket, on one long edge and one short edge, seals ALL edges of slab in completed roof deck.

Celotex standard type roof slabs also available for areas not requiring vapor barrier.



HELPS SELL MORE HOMES

FASTER!



Life-of-Building Guarantee on

CELOTEX

REG. U. S. PAT. OFF

INSULATING SHEATHING



Here's What Builders Say:

CLAUDE T. LINDSAY: ". . . plays a very important part in making the buying public conscious of quality construction."

JOE H. CHOATE: ". . . your Sheathing Guarantee played an important part in our sales increase."

J. A. GRAHAM, JR.: ". . . our home-building program has enthusiastic public acceptance, especially since you came out with the Life-of-Building program."

CHARLES A. PARRISH: ". . . one of the most important reasons why the majority of our new homes sell before completion."

We'll send you a specimen of the Guarantee Certificate and a copy of the attractive folder available without charge to you in quantity, with your name imprinted.

Just ask for "Life-of-Building" literature. Address:

The Celotex Corporation
120 S. LaSalle St., Chicago 3, Illinois

A complete line of building products, nationally advertised under one famous name
INSULATING SHEATHING • ASPHALT ROOFING • MINERAL WOOL • FLEXCELL* PERIMETER INSULATION AND EXPANSION JOINT FILLER • INSULATING ROOF SLABS • CELO-ROK* GYPSUM PRODUCTS • HARDBOARDS • INSULATING SIDING CEMESTO* STRUCTURAL INSULATING PANELS • INTERIOR FINISHES • AND OTHERS

Build better...build with genuine

CELOTEX

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BUILDING PRODUCTS

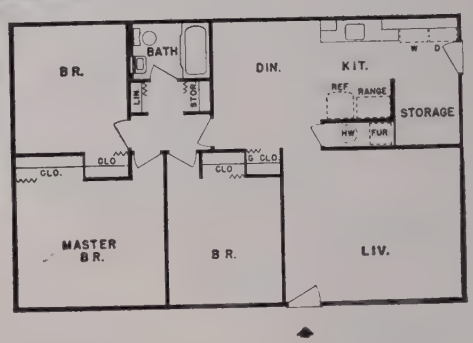
THE CELOTEX CORPORATION • 120 SOUTH LA SALLE STREET • CHICAGO 3, ILLINOIS

NEW INLAND 700 SERIES

CONTEM

TO SELL FOR $9,000.....

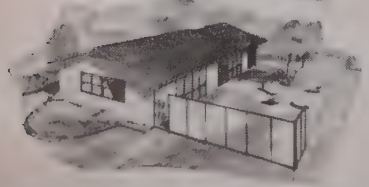




ECONOMY LINE—MODEL 703 A



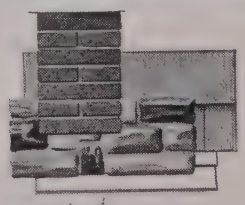


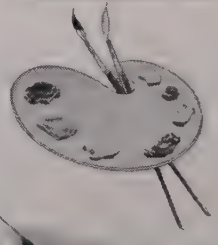


CHOOSE GARAGE OR CARPORT MODEL
—full basement, wood floor and crawl space, or slab model. 90 different elevations for variety in project building.

END-TO-THE-STREET
or front to the street construction. Few houses can be attractively built with the end facing the street. Inland has designed special end elevation options to whip the problem of building on narrow or odd-shaped lots.

INDOOR-OUTDOOR LIVING
—attractive patio with many possible enclosure designs for privacy. Easy access from patio to either kitchen or bath.







WIDE VARIETY OF EXTERIOR TRIM
—choose from brick, stone, horizontal siding, asbestos board and batten or double-course cedar shakes. Give each house an individual look.

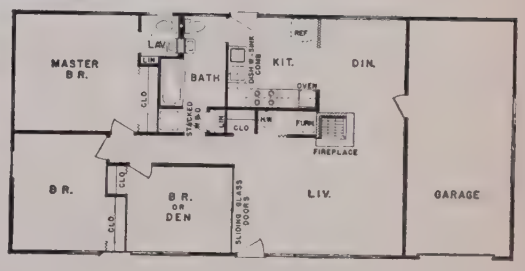
PRE-PLANNED COLORS
—select from a wide range of harmonizing colors, including modern pastels.

SPACIOUS, OPEN PLANNING
—a house with 1144 square feet of living space. Glass wall and Modernfold doors for added spaciousness. 3 bedrooms, 1½ baths and separate dining room.

PORARY

....$16,000*





DELUXE LINE—MODEL 715 A-G

Less lot, depending on local area costs.



SWEDISH-MODERN FIREPLACE
provides striking center of interest in living room—the luxury touch that makes a strong selling feature.



KITCHEN BUILT-INS
include Youngstown steel cabinets with birch doors, Tappan oven and counter-top range, sink-dishwasher combination. Westing-house washer-drier in bath-room alcove.

CONSTRUCTION MONEY IS AVAILABLE through the Inland Mortgage Corporation, if you qualify. Assistance in arranging permanent financing.



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BOX 915, PIQUA, OHIO—PHONE 3880

BOX 137, HANOVER, PENNA.—PHONE 2-7279



...the superb bilt-in kitchen combination that adds prestige and profit

***THE NEW MASTERPIECE BILT-IN REFRIGERATOR-FREEZER**

Your prospects will appreciate the way the family-size refrigerator and freezer compartments are completely self-contained in one compact bilt-in unit. They will like the many exclusive Thermador features... and, the way this Masterpiece unit harmonizes with any kitchen decor.

***MASTERPIECE BILT-IN ELECTRIC DOUBLE OVEN**

From the two large automatic ovens and 3-spit rotisserie, to the air-cooled doors and electric Teleminite Timer, your prospects will enthusiastically agree there's nothing finer.

***FAMOUS MASTERPIECE BILT-IN COOKING TOP**

Only Thermador offers a choice of so many different cooking tops with exclusive features, including Vari-Speed controls, that practically take charge of the cooking.

**Choice of lifetime Stainless Steel or exciting decorator colors: Canyon Copper, Desert Pink, Daffodil Yellow, Turquoise, Sugar White.*

Put this Thermador trio to work for you... MAIL COUPON TODAY

THERMADOR *"The Originator of the Bilt-in Range"*

SEVEN LEAGUES AHEAD

THERMADOR ELECTRICAL MANUFACTURING COMPANY
A Division of Norris-Thermador Corp. • 5119 District Blvd., Dept. HH-457, Los Angeles 22, Calif.
Please send me information on: ☐ Bilt-in Range ☐ Bilt-in Refrigerator-Freezer
Name_____
Address_____
City_____ Zone____ State_____

it in Milwaukee, sold it to a Lutheran congregation for $35,000. (The church has about 2,000 sq. ft., seats 200.)

Zilber offers 37 models, the most popular being an L-shaped plan of 2,600 sq. ft., seating 200, and selling for $30,000-$40,000, depending on "extras." Because the factory-produced church comes only in 24′ widths, Zilber has set up a panel system of his own to produce 30′ wide models.

Zilber's market is the young, small congregation willing to settle for a small building. Church members can erect the structure themselves guided by a Towne supervisor, to cut costs to the bone. Towne Realty will take back a 10-year mortgage on the church, but the down payments required are large.

Philadelphia trade-in ads bring 250 leads, 8 sales

Another leading builder, **Wallace E. (Bud) Arters** of Media, Pa. took to trade-ins to fight a late winter sales slump.

The first three weeks' ads (newspaper, plus spots on a radio show slanted to clubwomen) brought 250 inquiries, mostly from "skeptics, who doubted that we would really trade." After weeding out the curious, Arters' sales staff came up with eight sales ($16,400-$22,500) in three weeks (compared to four in January). Two of them were direct trades.

Warns Arters: "In this area, an offer to trade has always meant desperation selling. We made it plain this was not a panic offer. We would trade on a new production house, a custom house, even an older house we had listed—anything."

1,600 sq. ft. for $15,900 sells 82 homes in six weeks

The combination of a lot of space for the money and advantageous terms of FHA Sec. 213 co-op financing hit the sales jackpot for Builder **Robert Schleicher** of Gary, Ind.

Schleicher found 82 buyers in six weeks for his 1,600 sq. ft., $15,900 model. In the design, he took seriously a good many of the recommendations of the Women's Housing Congress (H&H, June '56)—space for people, space for things, space for "escape." He says the secret is building slab-on-grade, by which he feels he can produce half again as much house as he could with a basement. He leaves about a third of the area (the activities room and storage) unfinished. His 40′ x 40′ house also has a separate dining room, facilities for ½ bath, a family area.

Big trees, big water mains offered by Andy Place

Builder **Andy Place** is including four lumber-sized trees in his new South Bend, Ind. houses and provision for plenty of water for them.

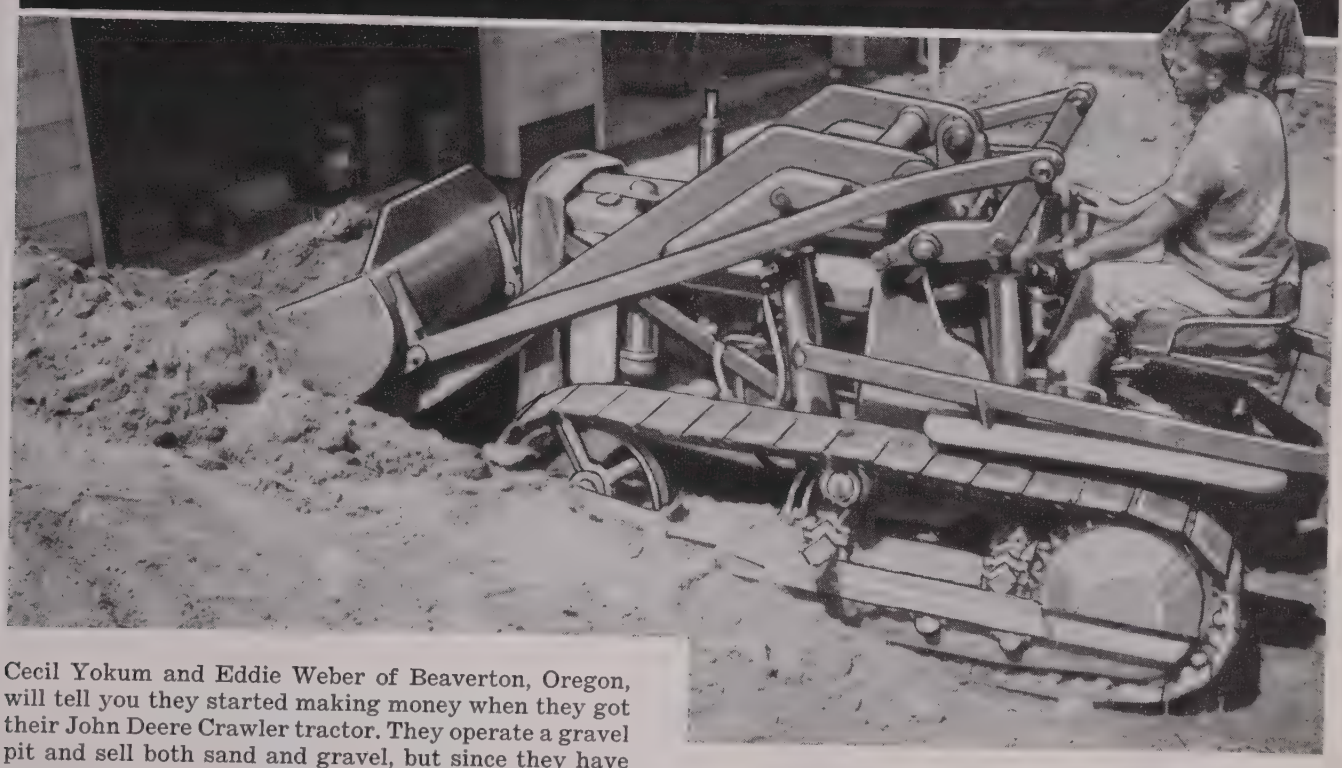
His deal with a local nursery calls for supplying and planting one 4″, 5″, 6″, and 7″ diameter tree on every site. Two go in the front yard, two in the rear. Total cost: $320.

So his buyers will have plenty of water for a sprinkling system, Place has abandoned using ¾″ mains from the street to

continued on p. 310

Two Young Men *and a* John Deere Crawler...

PARTNERS *in* PROFIT

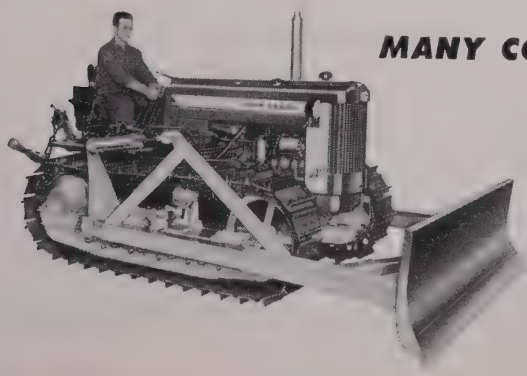


Cecil Yokum and Eddie Weber of Beaverton, Oregon, will tell you they started making money when they got their John Deere Crawler tractor. They operate a gravel pit and sell both sand and gravel, but since they have their John Deere they do a lot of other jobs that keep the tractor, and themselves, busy all the time.

With their tractor and two trucks they build driveways (as they are doing in the picture above) at $8 per hour, dig basements, fill ditches, load dirt, load gravel, pick up trash from clearing operations, and handle many profitable operations of a similar nature. Some of their jobs are obtained on a bid basis. On many of these they find they can take in $100 a day.

Their best operation, they will tell you, is for one man to load his own truck with the crawler-loader, then drive the truck to its destination, while the other man loads the second truck. They claim they can load over 500 cubic yards of loose dirt in one day.

It's another example of modern young businessmen making a good living with dependable, low-cost John Deere tractor power, available in crawler-or wheel-type.



MANY COMBINATIONS

You can get the John Deere Tractor (30 engine horsepower) with loader, backhoe, dozer, and other hydraulically controlled working units. Direction reverser (optional) enables you to go forward or backward in same speed without shifting gears.

For More Facts See Your Nearest John Deere Dealer

JOHN DEERE Industrial Tractors and Equipment

Backed by nearly 40 years of tractor manufacture for dependable service and quality.

Send for FREE Literature

JOHN DEERE • Industrial Division
Moline, Ill., Dept. D 31D

Please send me your latest literature on the John Deere Crawler and Utility Tractors.

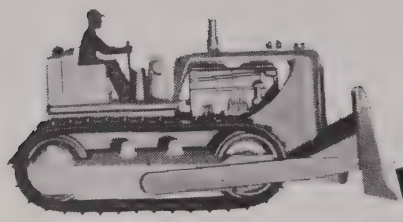
Name_____

Title_____

Firm_____

Address_____

City_____ State_____



NOW BREAKING GROUND FOR THE 1957 HOUSE THAT HOME BUILT!

Two years ago, HOME, NBC's authoritative television program for women, inaugurated *the first and only model home project in network television.* Starting from the ground up, HOME designed and built a basic, moderately-priced house for modern living. And HOME carried editorial features on the air (10-11 AM EST Monday through Friday) throughout the entire construction period.

In 1956 THE HOUSE THAT HOME BUILT went up in 37 markets and attracted over 500,000 visitors.

Right now, all over America, progressive and promotionally alert builders are at work constructing the 1957 house. And among those supplying the builders are seven leading companies in the home-building field—all advertisers on HOME: American-Standard, Edison Electric Institute, Formica, International Swimming Pools, Masonite, Owens-Corning Fiberglas and Sloane-Delaware. The architect for 1957 is Bruce McCarty of Painter, Weeks & McCarty.

NBC and HOME are proud of the part they play in bringing builders and manufacturers closer together to reach broad mutual objectives. But really, it's the ladies who are behind it all . . . the 2,000,000 loyal viewers who turn every day to Arlene Francis, Hugh Downs and all the HOME star sales-personalities as their absolute authority around the house.

We invite inquiries from builders and manufacturers interested in this advertising opportunity. The address is THE HOUSE THAT HOME BUILT, NBC, 30 Rockefeller Plaza, New York 20, New York.

NBC TELEVISION

a service of RCA



Wall (left) is Weldtex stained. Weldtex squares cover ceiling. Interior Weldtex (right) has been painted—so has exterior Weldtex and soffit.

For sales glamour on a low budget—Weldtex Wood Paneling

hether you're building $14,000 or $40,000 homes, Weldtex neling is for you! For Weldtex® has a combed-wood texture at's right in keeping with today's decorating trends . . . yet the st is moderate.

And the sales-quickening appeal of Weldtex isn't confined to eriors. Exterior-type Weldtex creates a distinctive home ap- arance, and Weldtex, precut for lap-siding, gives the appearance shingles at low cost.

Weldtex can be painted, stained or finished natural. It's easy to put up, with the striations concealing nail holes and joints. Want to know more? Send for Booklet #1461. You can see Weldtex—"in person"—at your lumber dealer's or any of our 87 offices in principal cities. In Canada: Weldwood Plywood, Ltd.

Weldwood® PANELING

A product of UNITED STATES PLYWOOD CORPORATION

Weldwood—The Best Known Name in Plywood

Compelling advertising like this sells women!



word soon
gets 'round
when you
give your
home this
newest,
smartest
woman's
touch



It's not the hors d'oeuvres . . . not the attractive table setting that wins the praise of all your guests—it's the *air* you provide for them. Air that's cooled, cleaned, humidity-controlled. *Sparkling* air that says, "Come in, we're going to have a wonderful time!"

And how guests respond to Lennox All-Season Air Conditioning! Summer-dulled spirits soar, summer-lulled appetites perk up, any party comes to life.

And especially lucky you, for you live in this marvelous air all the time. Summer and winter, it keeps you and your family feeling your best. *Looking* your beautiful best, too: complexion petal-clear, hair soft and manageable, eyes sparkling—the very picture of a popular (*and very much envied*) hostess!

It's easy to have this new Woman's Touch! Fact is, if you have forced warm air heating, you're already halfway to summer cooling. Ask your Lennox Comfort Craftsman about a FREE air conditioning survey—about the Lennox Easy Pay Plan, too. Find him in the Yellow Pages of your phone book.

More families buy

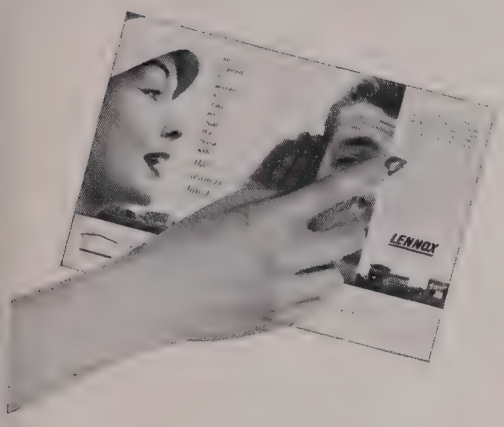
LENNOX®

world leader in all-season air conditioning for the home

Complete plan like this sells homes!

FREE

Big-space national ads in full color, with your name and address!



. . . just one feature of a sound selling plan, to help you appeal to women in a new, exciting way!

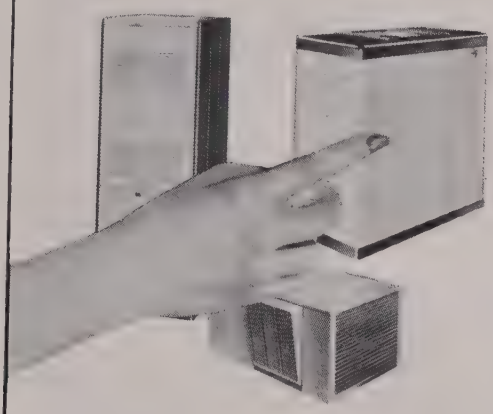
These big, two-page ads in *Woman's Day* and *Family Circle*, read by over 7,600,000 women, are run by Lennox for you . . . to get women into your model homes. Ads like the one on the opposite page, in national magazines like *Vogue*, *McCall's* and *Living for Young Homemakers*, sell women on Lennox air conditioning for you. These ads work together to sell women on the importance of choosing a home with the *Woman's Touch*.

Turn lookers into buyers!

A big collection of selling aids beamed at the woman—personalized tract brochures, model home signs, in-house display signs, publicity, ad mats, and many more—help make this *Woman's Touch* program work wonders for you. And here's a big bonus—a brochure of *Woman's Touch* home feature ideas to give your homes extra sales appeal.

ONLY

Lennox has 127 heating and air conditioning models—one for every need!



The world's most complete line of all-season air conditioning . . . eliminates equipment headaches!

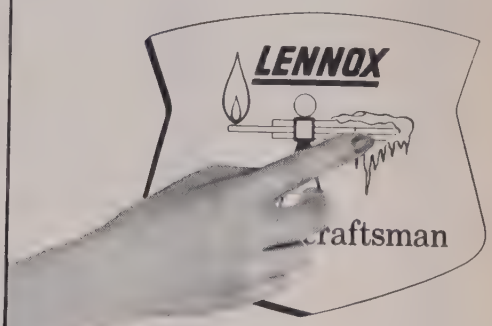
The most important *Woman's Touch* of all is Lennox all-season air conditioning. In one out of every eight new homes across the nation you'll find Lennox equipment—forced warm air heating, air conditioning, or both. Lennox makes properly designed equipment for any home regardless of size or design: units for basement, attic, closet, utility room, or crawl space. There are up-flow, down-flow, horizontal-flow furnaces, fired by gas, oil, coal or LP gas. There are air- or water-cooled cooling units in two- to six-ton sizes, using the same blower, filter and ducts as the heating system uses.

Makes your job easier

Surveys show that women *want* air conditioning. Superior Lennox engineering lets you give them what they want . . . takes the worry out of installation, service and operation.

FAST

complete service such as only your local Lennox Comfort Craftsman can give!



Factory-trained by Lennox factory engineers to tailor Lennox systems to your needs!

This man is a vital part of this complete program, planned by Lennox to help you sell homes and to satisfy customers. Your local Lennox Comfort Craftsman has been factory-trained by experts to plan and install Lennox heating and air conditioning systems to meet your exacting needs.

No distributors involved

Your Comfort Craftsman has direct factory connections with Lennox. There are no jobbers or distributors. More than 5600 Comfort Craftsmen are served by a Lennox factory engineer and a Lennox mobile factory service team.

For information about the Lennox *Woman's Touch* program, including the home-feature idea contest for builders, call him today or write Lennox Industries Inc., Merchandising Dept. HH-4, Marshalltown, Iowa.

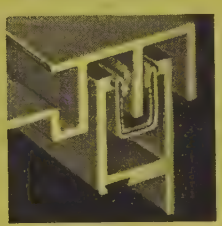
© 1957, Lennox Industries Inc., founded 1895; Marshalltown and Des Moines, Ia.; Syracuse, N.Y.; Columbus, O.; Decatur, Ga.; Ft. Worth; Los Angeles; Salt Lake City. In Canada: Toronto, Montreal, Calgary, Vancouver.

SEE OUR CATALOG
IN SWEET'S LIGHT CONSTRUCTION FILE
File No. 8c/Le

As people judge a car by the "feel" of its doors... So is a building often judged by its sliding glass doors

To an ever-increasing degree in home and commercial building, *the quality of the sliding glass doors symbolizes the quality of the entire structure.* For this reason, more and more architects and builders are selecting Miller quality sliding glass doors. Visually, a beautiful focal point; structurally, there's durability and quality in every detail. For single and/or dual glazing.

Below: Miller's engineered method of using silicone-treated double seal wool pile provides maximum weather protection in all climates.



Miller

There's sales sense in Miller sliding glass doors

Write for literature and Dealer's name for the 3 complete lines in aluminum and steel.

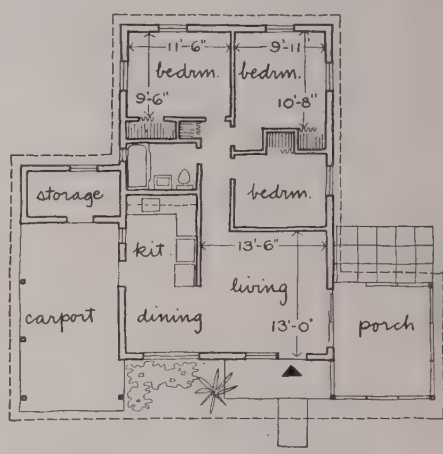
Frank B. Miller Mfg. Co., Inc.
3216 Valhalla Dr., Burbank, Calif.

the house. Now, he installs either a 1″ main at an extra cost of $32 or a 2″ pipe from water main to curb with a 1″ pipe to the house, at $110 extra cost.

Place figures this saves his buyers money in the long run. It might cost them as much as $475 to rip out the street to get to the water main if it should become necessary to tap it for an irrigation line.



RETIREMENT HOUSE *by Mackle Co. gives three bedrooms, 768 sq. ft. for $8,950.*



Industrial retirees sought as Florida building prospects

Half-page ads in LIFE and the *Saturday Evening Post* selling the advantages of Florida as a retirement location have been added to the sales program of the state's biggest builders, the **Mackle Co. Inc.** (2,023 starts in 1956).

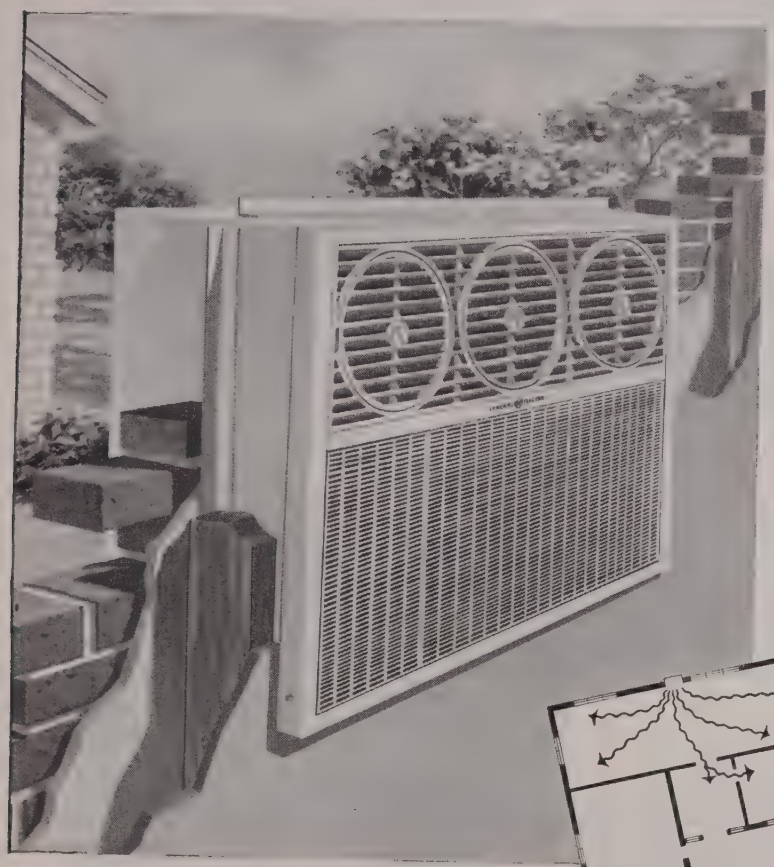
Mackle offers homesites (75′ x 100′) for as little as $325 and houses priced from $5,975. Company representatives will come north to address groups of about-to-be-retired workers on the glories of palm trees and winter sunshine. Mackle's best selling model (401 sales last year) is a 768 sq. ft., three-bedroom CBS house, with carport, outside storage and screened porch. It costs $8,950. It was designed by Architect **James E. Vensel.**

Odds and ends . . .

Hansel and Gretel designs are creeping eastward from their southern California birthplace. Latest outbreak: Denver, where three builders including **Marcus Bogue** brought out models with the leaded diamond windows, scalloped eaves, and board and batten hallmarks (price range: $16,000 to $23,000) . . . **Bill Levitt** has raised all prices $500 in Levittown, Pa. . . . Denver's **H. B. Wolff & Co.,** long known for its contemporary design, will shift to a traditional colonial house. Builder **Brad Wolff** blames the reluctance of lenders to finance modern design./END

Air Conditioning zone by zone

with the new General Electric Built-In Thinline



It's easy to give your homes the sales appeal of permanent, built-in air conditioning with the new General Electric Built-In *Thinline*.

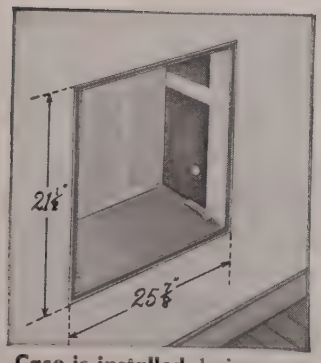
You install the case through the wall during construction. The mechanism slides in place when the building is complete. There's no plumbing or costly ductwork needed—no floor or window space wasted. And with *Thinline* styling there's *no unsightly overhang inside or out* to mar the appearance of the house.

Built-In *Thinlines* come in ½, ¾ and 1 hp. models. All fit the same thin case. Every *Thinline* is pre-sold to your home buyers through national advertising—backed by expert service and a written guarantee—designed to meet FHA requirements. See your General Electric distributor soon for full details. General Electric Company, Room Air Conditioners Dept., Louisville 1, Kentucky.

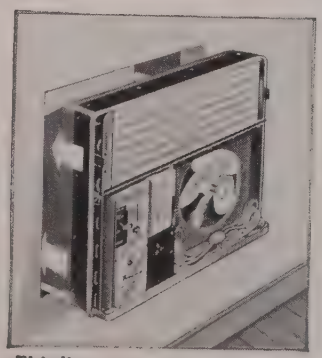


Zone-by-zone cooling lets you completely air condition a whole house without plumbing or costly ductwork, wasted floor or window space. And the system's fully automatic! As the sun moves around the house, the unneeded units turn off and those in the warm rooms go on. Your buyers don't have to pay for cooling they don't need.

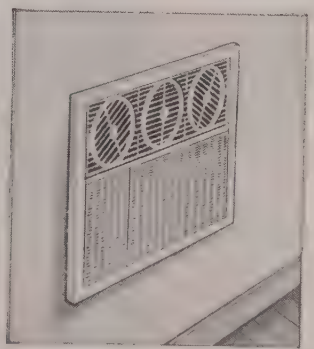
It's simple to install the new General Electric Thinline Built-In model



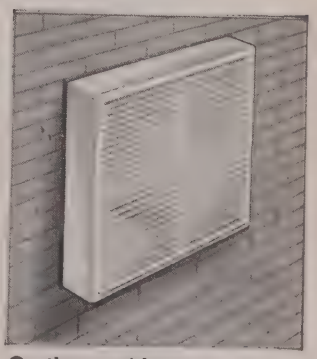
Case is installed during construction—mounts in any kind of wall. Panel protects opening until building is completed.



Thinline mechanism slides into case later. Six screws hold it in place—give you a quick and weather-tight installation.



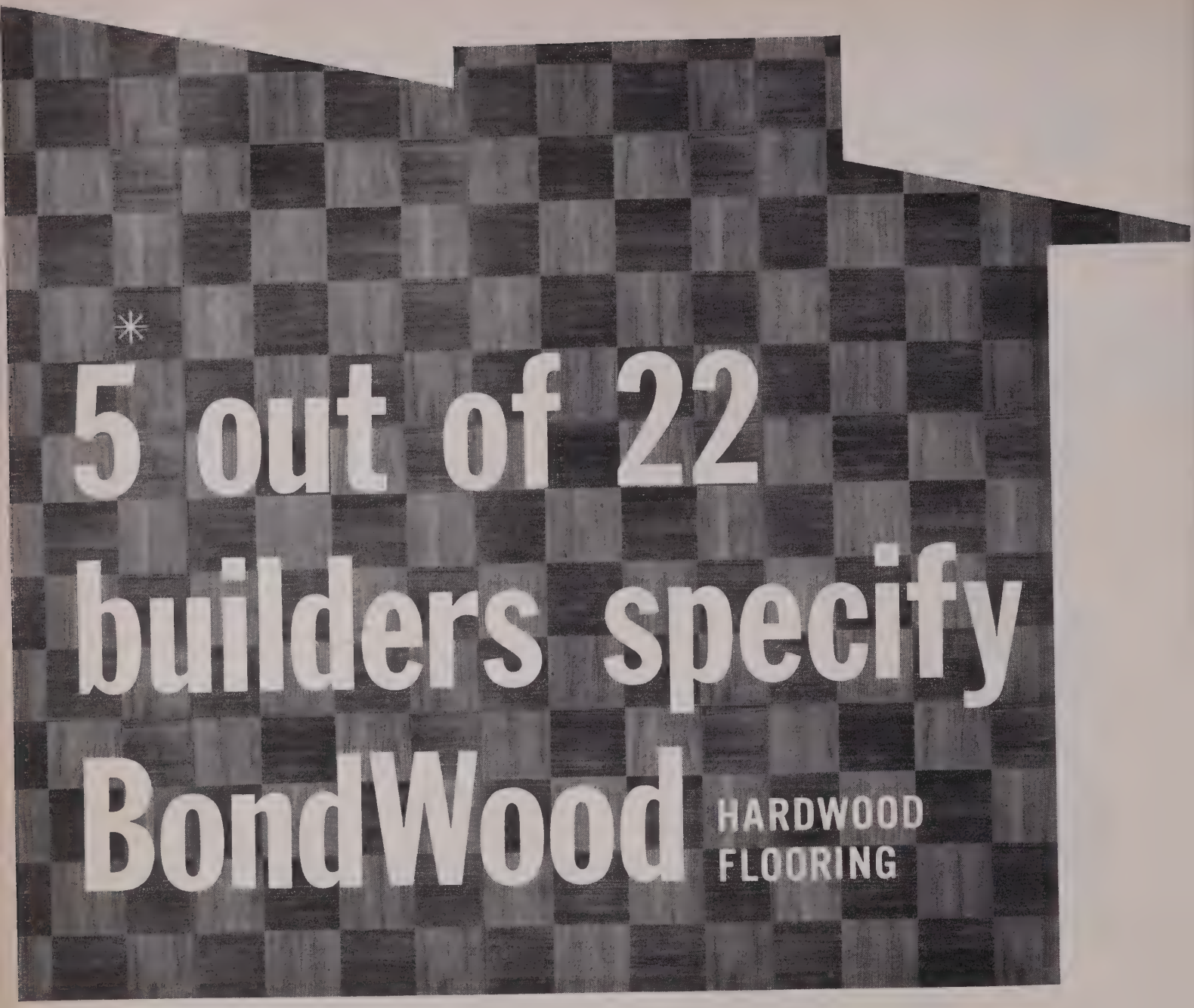
Add appearance front, air filter, grilles. Plug in. *Thinline* is ready to run. Grille can be painted to match any decor.



On the outside the *Thinline's* aluminum grille will keep its good looks for years It's easy to paint to match the exterior.

Progress Is Our Most Important Product

GENERAL ELECTRIC



* 5 out of 22 builders specify BondWood HARDWOOD FLOORING

for LIVING's Electri-Living Homes!

Over 22% of the 22 Electri-Living Homes, sponsored by LIVING for Young Homemakers selected BondWood Hardwood Flooring. These are some of the builders who have discovered the sales making advantages of BondWood—the unexcelled stability that stems from its unique construction and easy installation . . . the exciting design that goes so well with different periods of furniture and styles of interiors . . . the Old World elegance of BondWood's Swiss origin . . . and best of all the fact that BondWood is competitive to other types of flooring without BondWood's unique advantages.

Install BondWood in your next model home. Send for free color brochure today. See our catalog in Sweets.

*** Model Homes located in:**

Charlotte, N.C.
George Goodyear, Builder

Indianapolis, Ind.
Pike Realty Company, Builders

Phoenix, Arizona
D. D. Castleberry, Builder

Atlanta, Ga.
Edward A. Barton, Builder

Lincoln, Neb.
Adolph Hock, Jr., Builder

BondWood is a licensed product of its Swiss originator. BondWood is exclusively manufactured and distributed in the U.S. and possessions by . . .

HARRIS MANUFACTURING CO.
810 Walnut St., Johnson City, Tenn.

THE FINEST IN FLOORING SINCE 1898 / OUR PRODUCTS ARE EXHIBITED IN THE NATIONAL HOUSING CENTER, WASHINGTON, D. C.

GO MODERN WITH REMOVABLE R.O.W. PRIME WOOD WINDOWS



R·O·W and LIF-T-LOX are the registered trade-marks of R·O·W Sales Company.

Modern homes deserve modern, removable wood windows. R·O·W Lift-Out Windows can be washed or painted in half the time —inside the house. They are designed to blend with residential architecture.

Wood windows are much, much better for homes. They *look* warmer and (because wood is a vastly superior insulator) they *are* warmer. Insist on the windows that are easier to maintain.

R·O·W SALES COMPANY 1330 ACADEMY, FERNDALE 20, MICHIGAN



Everybody's talking about

THE ALL-NEW

NiAGARA

BUILDER'S SPECIAL Gas-Fired Furnace

Builders know how important economy is in today's tighter market. This doesn't necessarily mean "cutting corners" to sacrifice quality, but requires getting the most value for every dollar.

To fullfill this requirement, Niagara has especially designed for builders a gas-fired furnace where "budget heating" is needed.

This compact heating unit has an efficient gas burner and heat exchanger that will provide plenty of heat with low gas bills.

Available either as a forced-air furnace, Model 100S-AC, or as a gravity furnace, Model 95S-G, this all-new Niagara Builders Special combines economy and efficiency.

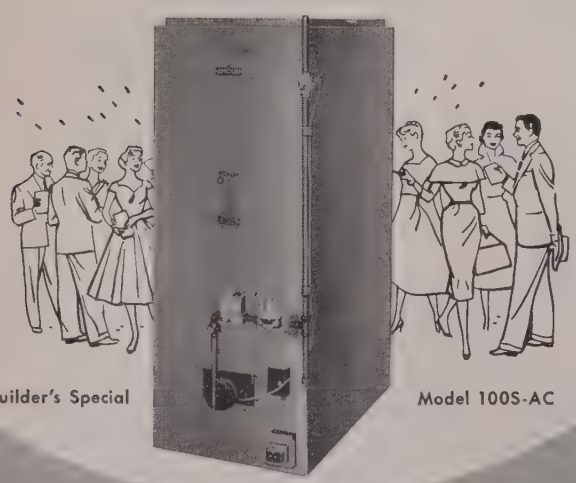
The Niagara line also includes completely automatic gas or oil furnaces, with or without refrigerated air conditioning, to fit every home requirement.

For complete information, write direct or contact your Niagara heating contractor.

NiAGARA FURNACE DIVISION

The Forest City Foundries Co.

2500 West 27th Street • Cleveland 13, Ohio



Builder's Special Model 100S-AC



DAYLIGHT RESEARCH HOUSE, ANN ARBOR, MICHIGAN
ARCHITECT: HARRIS ARMSTRONG, A. I. A.

The Modern Look!



POINTS TO

UNIT

LAMINATED BEAMS AND VERSATILE UNIT DECK

A single application affords a structural, fire-safe roof with a finished ceiling as a premium. The modern trend to UNIT post and beam construction has brought about a new concept in architectural design. The combination of Laminated Beams and versatile Unit Deck sheathing allows the architect full freedom of expression toward the creation of inspirational interiors. Unit Deck, available in a variety of species, serves the multiple function of clear spanning roof and unobstructed ceiling—adding warmth and simplicity to an interior already made attractive by the dependable Southern Pine laminated beams. Additional informative literature is available upon request.



LAMINATED HARDWOODS

Complement the interior of any building with the unequaled beauty, permanence and rich patterns obtained only with UNIT Laminated Hardwood Members. Popular selected Hardwoods are now available, offering the user a wide choice of attractive color tones to enhance the appearance of any fine structure. Write today for more information on UNIT Glued Laminated Hardwood Members. . . . . .

UNIT STRUCTURES, INC.
PESHTIGO, WISCONSIN

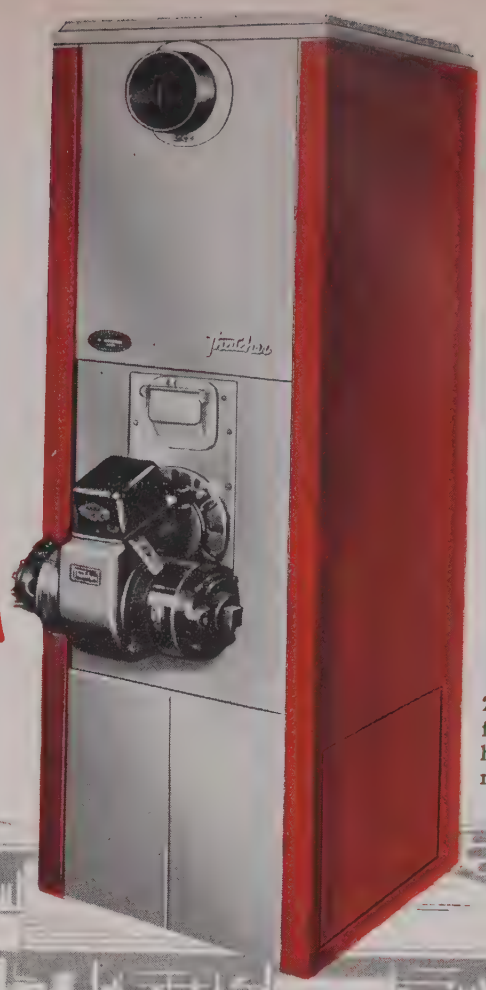
UNIT STRUCTURES, INC.

PLANTS AND OFFICES-PESHTIGO, WIS.
AND MAGNOLIA, ARKANSAS

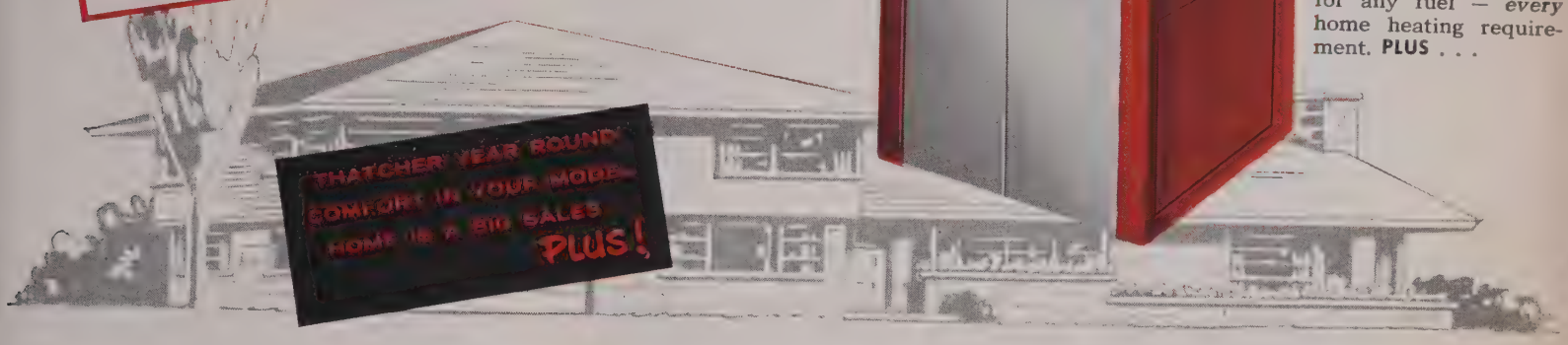
In today's BIG quality-minded market

Thatcher

GIVES YOU MORE TO SELL



225 DIFFERENT SIZES — for any fuel — *every* home heating requirement. **PLUS . . .**



Home buyers have the money and they've got quality on the mind! Yes, your customers want the *best*. That's why today's money-making way to sell is to give them the quality they want. In heating and air conditioning, that means Thatcher.

Thatcher gives you more of everything that counts . . .

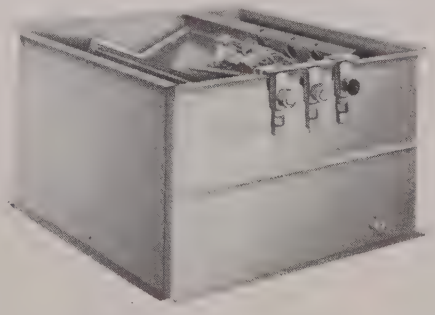
MORE COMPLETE HOME COMFORT — Thatcher equipped homes get year round comfort — winter warmth and summer air conditioning from a *central* system.

MORE MODELS . . . TO FIT *YOUR* HOMES — A complete line of 225 different sizes for all fuels, gives you the right Thatcher unit for every house you build.

MORE ACCEPTANCE — Thatcher Furnace Company — established in 1850 — is the oldest continuous name in fine home heating.

MORE CUSTOMER SATISFACTION — Thatcher's famous 10 Year Guarantee means they buy with *complete confidence*. They get more resale value, too — and they know it!

There's *more for you* with Thatcher — the competitively priced line that puts *quality* in your homes, *cash* in your pocket. Find out more — mail the coupon *today!*



. . . SUMMER AIR CONDITIONING UNITS — Custom designed cooling coils. They combine with the central heating unit. Install 'em now for *super* sales appeal!

THE BUYER...THE THATCHER NAME ...AND YOU

Almost 50% of 1956 new home sales *were to second-time buyers* looking for quality products in a *final* home. It's a buyer's market. The best way to *sell* them is to install brand name quality products like Thatcher — with full 100% appraisals in most areas.

"Since 1850"

Thatcher

FURNACE COMPANY

GARWOOD, NEW JERSEY

Boilers • Furnaces • Air Conditioners

THATCHER FURNACE COMPANY
Dept. HH 457, Garwood, New Jersey

I want to make money!

Selling Thatcher equipped homes. Please send me more information.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE____ STATE____



They're getting "new house" ideas

Big four-color spreads in Better Homes & Gardens tell your prospects to look for Barrett materials in the homes they buy.

The millions of men and women who read "home" magazines go house-hunting with well-informed notions. For one thing, they know how to push aside the fancy frills and look for evidence of lasting quality.

So be sure to let them know you use Barrett building materials in the homes you build. For the Barrett name has a long-standing reputation for quality.

Backing up this reputation, two-page, four-color spreads appear in Better Homes & Gardens to tell your prospects, "It's Better Built with Barrett!" And today the name Barrett means more than roofing. It means a full line of building materials



from Barrett

including asphalt and asbestos sidings, insulating building board and sheathing, insulating tile, translucent building panels, rock wool insulation and other materials.

Tie in with this new Better Homes & Gardens campaign by including *Barrett* among the famous names that help sell your houses to the public. BARRETT DIVISION, Allied Chemical & Dye Corporation, 40 Rector Street, New York 6, N. Y.

It's better built with **Barrett**

Barrett® Allied Chemical

OUTSTANDING... Lawyers Title offers policyholders OUTSTANDING protection.

In 1956 it increased its
Capital and Surplus by
$1,027,335.14 to $9,028,761.01
Reserves by
$1,013,478.43 to $7,595,218.42
Capital, Surplus and Reserves by
$2,040,813.57 to $16,623,979.43

Sound underwriting practices have built for Lawyers Title the kind of reputation that attracts more business each year.

In 1956 more than 20,000 banks, savings and loan associations, life insurance companies, mortgage brokers and attorneys were among the valued customers contributing to the solid growth of Lawyers Title.

The outstanding protection offered by the character and amount of assets available for the protection of policyholders means

THERE IS NO BETTER TITLE INSURANCE THAN A POLICY ISSUED BY

Lawyers Title Insurance Corporation

Home Office ~ Richmond, Virginia

TITLES INSURED THROUGHOUT 43 STATES, THE DISTRICT OF COLUMBIA, PUERTO RICO, HAWAII AND THE PROVINCES OF ONTARIO AND QUEBEC, CANADA

NATIONAL TITLE DIVISION OFFICES: CHICAGO AND NEW YORK

BRANCH OFFICES IN:
Akron, O.
Albany, Ga.
Atlanta, Ga.
Augusta, Ga.
Birmingham, Ala.
Camden, N. J.
Cincinnati, O.
Cleveland, O.
Columbus, Ga.
Columbus, O.
Dallas, Tex.
Dayton, O.
Decatur, Ga.
Detroit, Mich.
Flint, Mich.
Freehold, N. J.
Grand Rapids, Mich.
Macon, Ga.
Mansfield, O.
Marietta, Ga.
Miami, Fla.
Mount Clemens, Mich.
Newark, N. J.
New Orleans, La.
Newport News, Va.
New York, N. Y.
Norfolk, Va.
Pittsburgh, Pa.
Pontiac, Mich.
Richmond, Va.
Roanoke, Va.
Savannah, Ga.
Springfield, Ill.
Toms River, N. J.
Washington, D. C.
White Plains, N. Y.
Wilmington, Del.
Winston-Salem, N. C.
Winter Haven, Fla.

REPRESENTED BY LOCAL TITLE COMPANIES IN MORE THAN 200 OTHER CITIES

what people don't want than to guess what they do want.

In this difficult market it does the builder no good at all to get a low price on the components of a house he can't sell; so manufacturers will find builders everywhere much less interested in cutting the last penny off the prices they pay than in getting effective help to increase their sales.

The model house is the best place for that selling help.

Most models are paid for by larger builders but all builders, big or small, profit by them

Too few manufacturers realize how much money some builders spend to dress up a good model house and get out the crowds.

A good model house properly furnished costs so much that most of them are built and paid for by the bigger builders—the builders of 15 or more often 25 houses a year—the top 5% or 6% who build about 60% of each year's new homes.

The successful model house builder usually spends real money for advertising—money in the newspapers, money for television, money for billboards (and most builders should spend more). He spends real money for furniture. He needs a good architect and a good decorator. He needs an advertising agency and a publicity man. He may pay $1,000 or more extra for special landscaping and planting. He often pays for a gala opening. He often pays for a place where children can play while their parents go through the house. He pays to keep up the grounds. He pays to have the model house kept clean, often to clean it three or four times on a busy day. And then he has to staff the model and its sales room with anywhere from one to a dozen salesmen.

Only the bigger builders can spread these costs over enough sales to make them pay off, but all builders, big or small, profit from the traffic and the interest that good model houses create.

Without these model houses our industry would have no showcase to show millions of families what good homes we can now offer them.

Too few dealers understand how important model houses are to their own sales

Too few lumber dealers, plumbing dealers and heating dealers realize how many home improvement sales they owe to an idea their customer got from a model house. Too few appliance dealers realize how many appliances they sell into old houses because a model house visitor decided to fix up her old kitchen instead of buying a new home.

Too many dealers think of the model house only in terms of the order they get from its sponsor. Too few dealers recognize the model house as the finest possible rent-free showroom for all the merchandise they sell. Too few dealers realize what a tremendous influence the model house exerts on the wants and tastes of thousands of consumers. Too few dealers realize that other builders make a business of visiting model houses and copying their best features.

Too many dealers are so preoccupied with the old house market and its bigger mark-up that they forget the model house sets the style and standard for most modernization work.

continued on p. 322



the quality touch closed this sale

Modern builders know today's homes aren't sold by short-cuts or second-rate materials . . . but by quality construction and quality products. That's the reason they install Schlage locks throughout their homes.

A Schlage lock on the entranceway is a home's first impression of quality . . . introducing home-buyers to the other carefully selected features found within. Schlage locks throughout a home maintain that first impression . . . keep reminding prospective customers of the quality construction story — and it's the quality builders who are hanging up the "Sold" signs most often today.

Tell Schlage's "Touch of Quality" Story to Quality-Minded Home-Buyers
. . . with Schlage's new Residential Promotion Package . . . a colorful, complete merchandising program prepared by Schlage to assist your sales efforts. For complete information on Schlage's Residential Promotion Package, contact your Schlage dealer or write direct to San Francisco, Dept. E-4.

® SCHLAGE ©
LOCK COMPANY

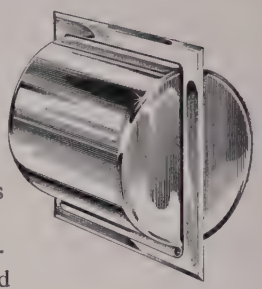
HLAGE LOCK COMPANY, SAN FRANCISCO • NEW YORK • VANCOUVER, B.C. • *Address all correspondence to San Francisco*

Here's a *glamorous practical* Hall-Mack bathroom

Bathrooms are one of the most important rooms in any house. With Hall-Mack bathroom accessories you can design and build bathrooms of which you can be truly proud. Hall-Mack's beautifully chrome-plated accessories make any bathroom more attractive, more livable and enjoyable.

Shown here are but a few of the many beautiful and original Hall-Mack accessories that have earned the reputation as the world's finest. They all share Hall-Mack quality—and are all designed with the smart classic styling that blends with any bathroom style or budget. There are several complete lines of Hall-Mack accessories—in several price ranges. You're sure to *always* find a style and idea which best suits your taste and needs.

Always...*specify and install*...Hall-Mack, the world's finest bathroom accessories!



Beautiful chrome plated concealed paper holder.



***Extendo-bar*—is a chromium plated towel bar with concealed rods that can be pulled out for use—when needed!**

specify

Sold by leading plumbing, tile and hardware dealers everywhere

HALL-MACK®
bathroom accessories in sparkling *chrome!*

HALL-MACK COMPANY HH-47
DIVISION OF TEXTRON INC.
1380 West Washington Blvd., Los Angeles 7, California

☐ Please send your FREE color booklet of new bathroom ideas.

NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____



Economy . . . long, trouble-free service . . . installation ease

—Transite Pipe provides all 3

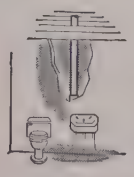
You'll like working with Transite® Pipe . . . because it offers you the wide variety of shapes, sizes and fittings needed for almost limitless freedom of design. *Builders like it* . . . because it is economical. *Contractors like it* . . . because it is easy to assemble and install. *Homeowners like it* . . . because of its reputation for long, trouble-free performance!

For further information on Transite Pipe for the home, write to Johns-Manville, Box 14, New York 16, N. Y. In Canada, Port Credit, Ontario. Why not write today?

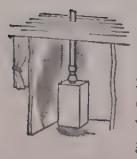
FOR THESE HOME SERVICES, SPECIFY



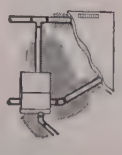
. . . **Transite Building Sewer Pipe** with the Ring-Tite® Coupling, for conveying sewage to street sewer or septic tank.



. . . **Transite Plumbing Vent Pipe** for venting soil and waste pipes in building plumbing systems.



. . . **Transite Gas Vent Pipe** in round and oval shapes for efficiently and economically venting domestic gas appliances.



. . . **Transite Air Duct** for use in concrete slabs in perimeter-type heating and air-conditioning systems.

Johns-Manville TRANSITE PIPES FOR THE HOME

Made of Asbestos-Cement

WESTERN RED CEDAR

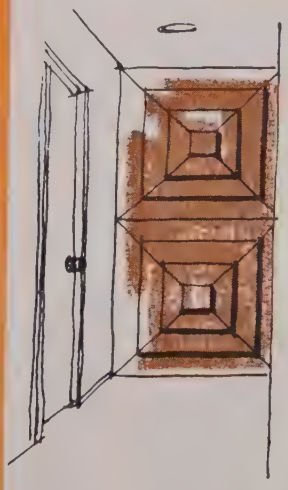
Home Selling Ideas

Designed By Green, Sibold and Associates, AIA



INSIDE-OUTSIDE

Glaze a panel of glass right into 8″ or 10″ siding—Western Red Cedar doesn't shrink. The sweeping shadow lines form a pleasing pattern for the eye to follow into the entrance hall...it's an economical "plus value," using versatile Western Red Cedar to build in another sales point.



EFFECTIVE DESIGNS

Either Siding or Paneling designs easily into patterns of beauty...for hall ends, over mantles, entrances, garage doors, planters or ceilings. Cedar's natural beauty and warm color tones produce focal points for interesting individuality. Build this simple 4′ square of ½″ x 6″ Beveled Siding. Your cost will be surprisingly low. There's no extra material to buy—use the same Western Red Cedar Beveled Siding that goes up on your home exteriors.

You "Build-in" Sales Points WITH RED CEDAR

The genuine natural wood color of versatile Western Red Cedar gives that saleable quality-tone to your homes. Red Cedar *is* easy to decorate...easy-to-work...and goes up fast *without* mechanical application gimmicks.

Ask your lumber dealer for the kiln dried, clear grades of Western Red Cedar.

Write for our "Cedarhome 1965" sketch, technical and merchandising information.

WESTERN RED CEDAR © LUMBER ASSOCIATION

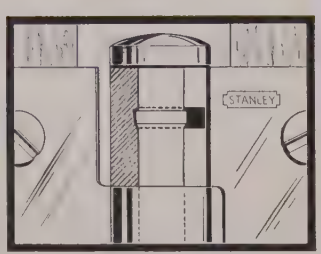
4403 WHITE-HENRY-STUART BUILDING • SEATTLE 1, WASHINGTON

STANLEY Hardware

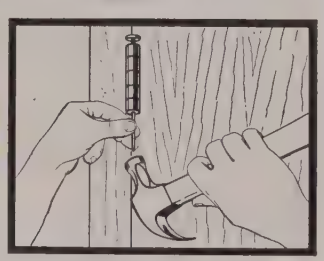


The new hinge pin guaranteed not to rise!

Tap in the hinge pin. Shoulder on pin seats firmly in groove on hinge leaf.



Pin cannot rise. For removal, it must be tapped out.



This new hinge pin is made for all Stanley's 241 hinges, both round and square cornered — at no addition in prices. Another "first" on the Standard of the World.

Remember . . . Three Hinges to a Door

Ask your dealer for full details. Or write Stanley Hardware, Division of The Stanley Works, 525 Lake St., New Britain, Conn.

STANLEY

Too few dealers understand that every new house sold from model houses starts a chain reaction in the old house market, with as many as 13 families playing musical chairs and each moving to a nicer home. Too few dealers understand that each such move doubles their chance of selling a fix-up job —for most fix-up work is done when families change homes.

Too many appliance dealers think of the model house builder as some strange sort of competing retailer. Some appliance retailers actually want builders forbidden to include appliances in their homes. Too few dealers realize that the builder with a model house makes more sales for them than for himself, for he can sell appliances and other equipment only when he sells a house to go with them.



PAULSEN: We need new and exciting things to attract crowds.



EDGE: The builder asks for help, but too often all the manufacturer offers him is advertising money.

Today's second time buyer wants to see his home has quality inside its walls

Today's buyer is much more knowing than yesterday's newlywed veteran just back from the wars. Today's buyer is much more interested in good construction, efficient operation and low maintenance costs.

So manufacturers and builders should work together to dramatize the wall construction with one or more X-ray sections exposing the framing, the insulation, the vapor barrier and the sheathing.

Often they can make plenty of favorable talk by putting a periscope in one of the closets through which house hunters can see the attic construction and the ceiling insulation.

Perhaps the one best sales aid a manufacturer can offer is a handsome warranty certificate; certainly this is the sales aid that most builders like best to get.

When visitors leave the model house they should take something home with them, preferably a professionally prepared booklet telling about the house and its tract and advertising its components. Second best is a packet of manufacturers' literature with the house and the development dramatized on the envelope. (Unless the manufacturers' literature is written especially for the model house market few builders will use it; they are not likely to distribute booklets aimed at the do-it-yourself trade or the fix-up market.)

Model houses offer a big opportunity to furniture and furnishings industries

Furniture and furnishings get maximum visibility in the model house. In fact, they get such high visibility that smart builders have found it good business not to let furniture dealers furnish the house free, for too often the store has taken advantage of the chance to treat the model house

as a showcase for his own wares instead of using his wares to show off the house to its best advantage.

Today many furniture stores allow model house builders a 40% discount off their list in return for a modest card. Buying on this basis builders can expect to resell their furniture second hand for not less than 60% of what they pay for it and sometimes at a small profit (the better the decorator he employs, the better the builder's chance of getting a good resale price). Many builders find it wise to use furniture a little better than their customers would normally buy, thereby showing the house to better advantage and subtly suggesting that its purchase would raise the social status of the buyer. For a $20,000 house the builders on our panel would advise spending from $3,000 to $5,000 for furniture and furnishings (not counting carpeting) whose list price would run $5,000 to $8,000. And they would advise against re-using the same furniture too often, for new furniture and furnishings can help make a new model more interesting.

Model houses should always be under-furnished rather than over-furnished, for too much furniture blocks traffic and makes rooms seem smaller. Model houses should show at least a few traditional (or even second hand) pieces, to reassure prospects that their furniture will not be out of place. Model houses should be decorated just enough to convey the feel and flavor of a living residence, to help visitors imagine how nice it could be to live there. Many builders have found it profitable to put dishes in the china cabinet, clothes in the clothes closets, flowers in the vases, cigarettes in the ash trays, pajamas on the bed. They have found a little bric-a-brac very important.

No builder should ever attempt a show house without the help of a good interior decorator—either a member of the American Institute of Decorators in private practice or at the very least a thoroughly competent decorator employed by the store selling the furniture and furnishings. A decorator's No. 1 job is to make the house look like a home, to make a plain, small house look big and beautiful. The decorator can also save the builder from many costly mistakes, like using colors that are going out of style, colors that will not echo the colors fashion-conscious women are learning to like as they shop the merchandise currently promoted in the stores.

Curtain and drapery makers will lose the market unless they offer to help

Today's bigger glass areas and today's wider windows offer a special opportunity to the curtain and drapery manufacturers, for most houses need to match their glass areas with at least an equal yardage of curtains and draperies.

Each year houses are opening up with more and more glass, but this trend to bigger windows could move much faster if the curtain and drapery makers were to take an active part in the promotion.

So far, the curtain and drapery manufacturers have left the selling of bigger windows to consumers, architects and builders entirely up to the window and glass manufacturers.

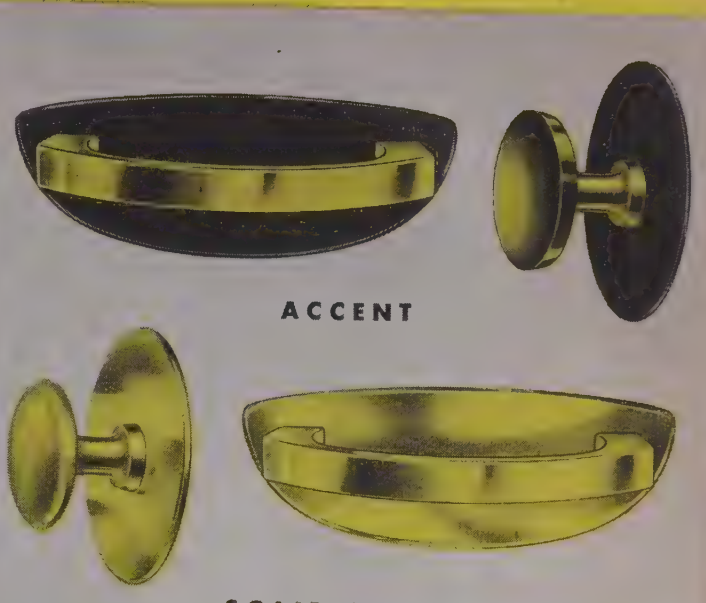
If they are smart they will:

1. Start advertising to both builders and consumers that the cost of curtains and draperies can be reasonable and that reasonably priced curtains and draperies can make houses easier to sell and more desirable to buy;

2. Tie in with every model house promotion to show that even middle income families can well afford curtains and draperies that will make the houses much more attractive;

3. Team up with the builders to get FHA and VA to include a reasonable allowance for curtains and draperies in the mortgage value of the house (just as FHA has always included window shades in its valuations)./END

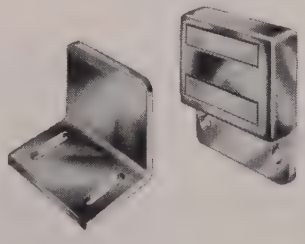
STANLEY Hardware



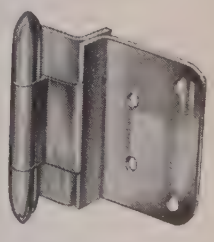
Modern cabinet hardware . . . practical, beautiful

Here are two examples of Stanley cabinet hardware styled for the modern home buyer.

Accent hardware is new, features bright chrome or brass on contrasting black back-plates. Solid brass hardware is a proven salesmaker. Both lines reflect Stanley's wonderful reputation for fine, lasting quality and discriminating taste.



Magnetic catch is easy to apply, adjusts for warping or shrinkage.



Streamlined capped covers on semi-concealed hinges. All standard finishes.

There's a Stanley style for every home, modern or traditional. Insist on Stanley. Home buyers will appreciate your extra consideration.

Ask your dealer about Stanley's complete line of cabinet hardware. Or write for catalog to Stanley Hardware, Division of The Stanley Works, 104A Lake Street, New Britain, Connecticut.

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY

STANLEY

This famous trademark distinguishes over 20,000 quality products of The Stanley Works—hand and electric tools • drapery, industrial and builders hardware • door controls • aluminum windows • metal parts • coatings • steel and steel strapping—made in 24 Stanley plants in the United States, Canada, England and Germany

MAKE SALES WHEN YOU

It's actually possible for you to be two people at once—a builder of homes *and* a seller of homes. Whether or not you are depends upon the appliances you install—especially in the kitchen. That's what home buyers examine with a critical eye—and an *approving* one, if the equipment includes an ELECTRIC Range. It offers women the benefits of cooking that's clean, automatic, heat-free and drudgery-free.

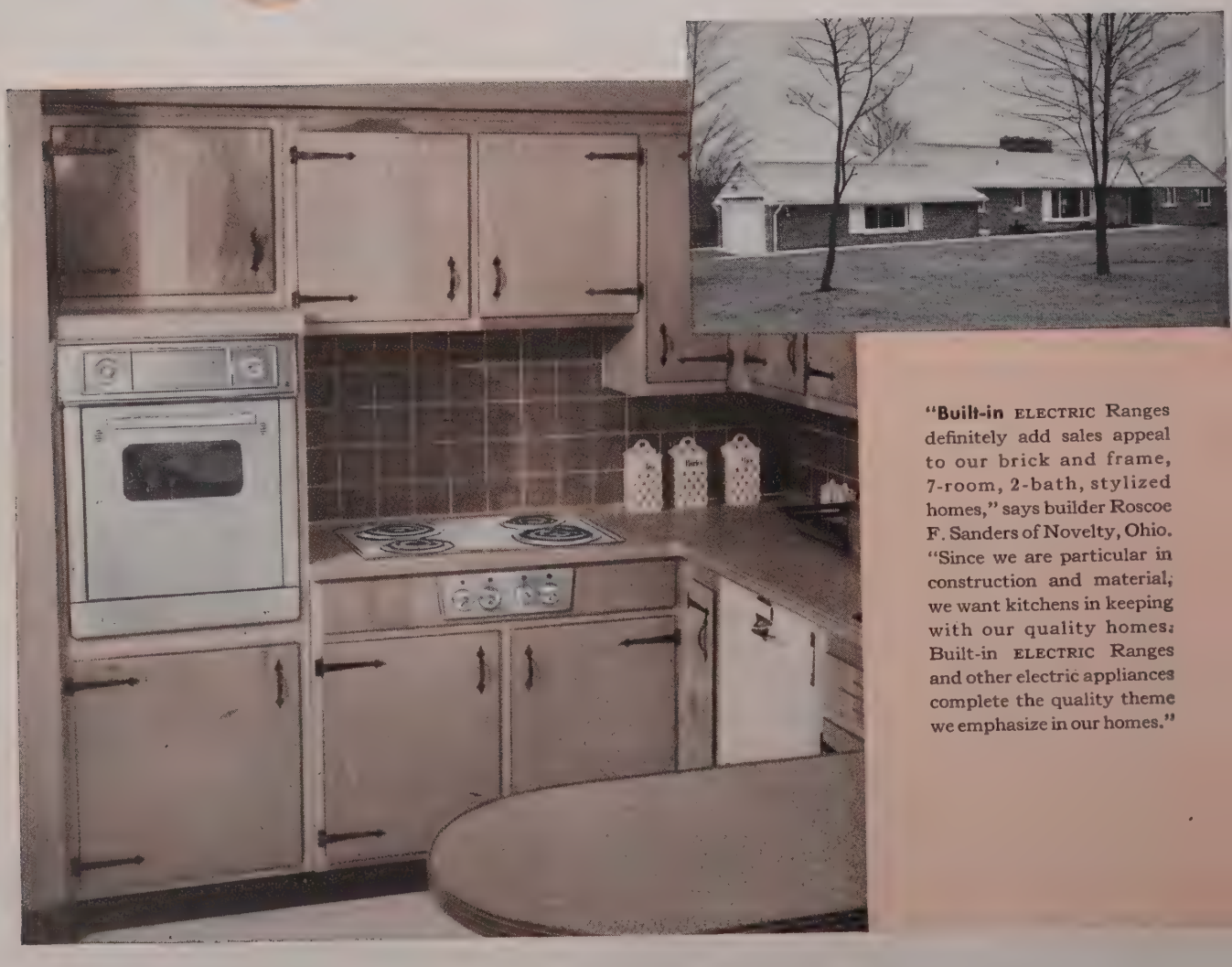
Many new homes feature *built-in* ELECTRIC Ranges because oven and surface units may be installed independently of each other. Others offer the free-standing type of ELECTRIC Range, with all *its* modern features. You can give your customers their choice of either type with confidence, because both are ELECTRIC, thus offering controlled cooking heats which insure perfect baking and cooking results.

Whether they're "built-in" or "free-standing," ELECTRIC Ranges *can* make sales for you right from the time you plan your homes!

ELECTRIC RANGE SECTION
National Electrical Manufacturers Association
155 East 44th Street, New York 17, N. Y.

ADMIRAL • AMERICAN KITCHENS • FRIGIDAIRE
GENERAL ELECTRIC • GLOBE • HOTPOINT • KELVINATOR
MONARCH • NORGE • PHILCO • RCA WHIRLPOOL
TAPPAN • WESTINGHOUSE

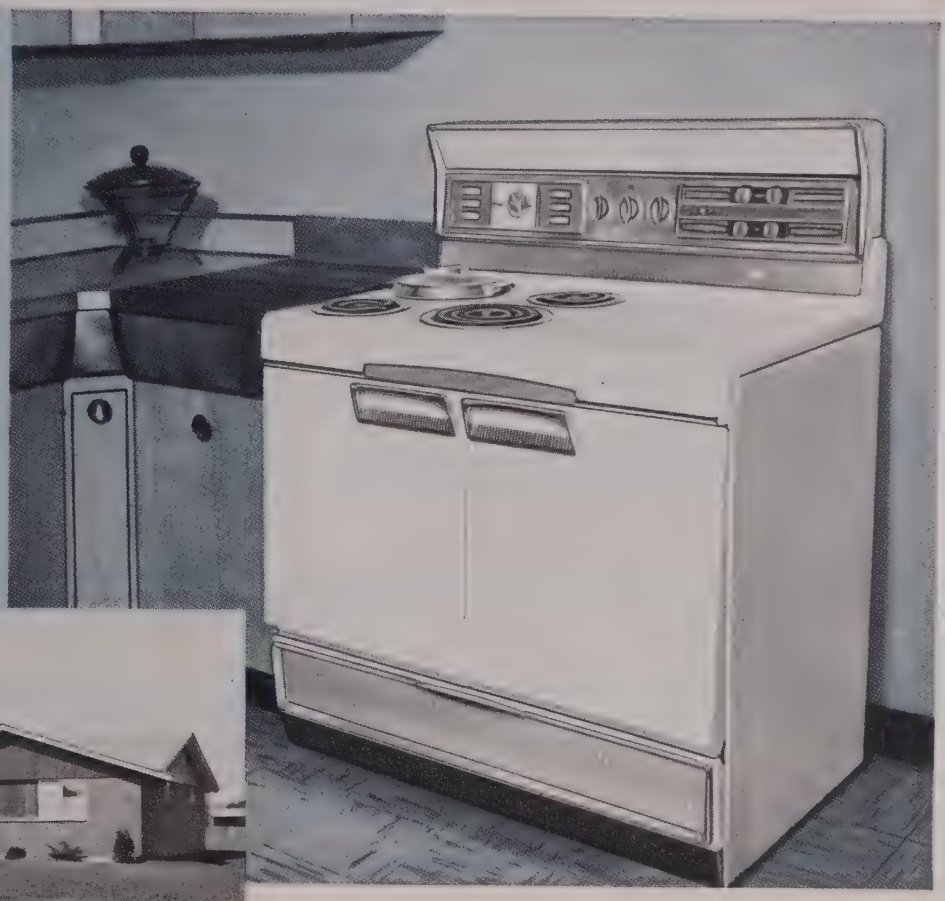
ELECTRIC RANGES help sell houses



"Built-in ELECTRIC Ranges definitely add sales appeal to our brick and frame, 7-room, 2-bath, stylized homes," says builder Roscoe F. Sanders of Novelty, Ohio. "Since we are particular in construction and material, we want kitchens in keeping with our quality homes. Built-in ELECTRIC Ranges and other electric appliances complete the quality theme we emphasize in our homes."

PLAN YOUR HOMES!

Rutmann-Copher & Co., builders, say: "We are building modern, 3-bedroom, 1½-bath, brick ranch homes in our Broadmoor plot in Trotwood, just outside the city of Dayton, Ohio. For modern convenience and styling, we heartily recommend ELECTRIC Ranges, and equip all houses with a 220-volt circuit in the kitchen as well as in the laundry room for the electric dryer. Just off the kitchen, we have a living-dining-patio area designed as one luxurious unit."

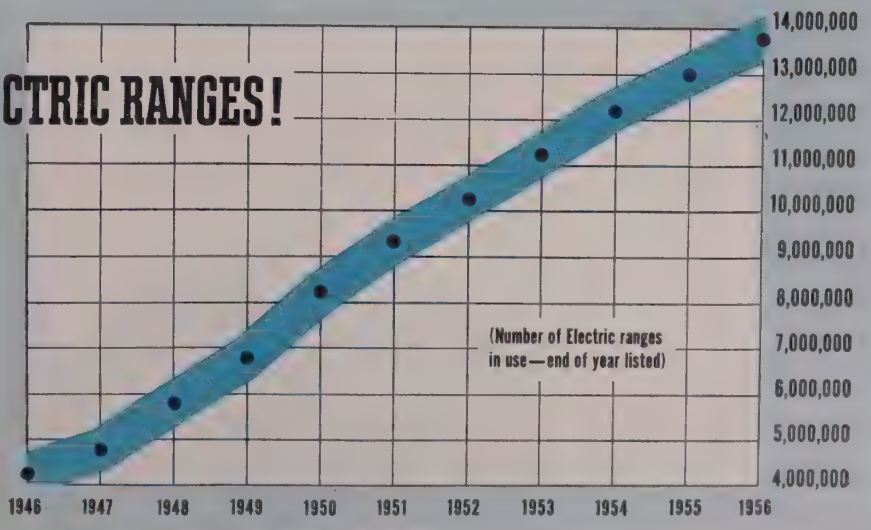




You can profit by

THE TREND TO ELECTRIC RANGES!

There's no doubt about the fact that built-in or free-standing ELECTRIC Ranges help sell homes. The proof is right here for you in the chart on this page. There are *three times* as many ELECTRIC Ranges in American homes now as there were ten years ago. Every day, more than 4,000 of these ranges are being installed. These figures prove that home buyers want ELECTRIC Ranges—show that you should install them in the homes you build!



Source: ELECTRICAL MERCHANDISING Annual Statistical and Marketing Issues

Sales training aids: local distributor supplies home-selling kit to suit each builder's needs, helps plan promotion.
Services: installation and service by distributors.
Warranties: distributor guarantees door operator; doors carry written lifetime guarantee against weathering.

BULLDOG ELECTRIC PRODUCTS CO.
7610 Jos. Campau
Detroit
Electric service center; service entrance equipment, multi-outlet strip
Point of sales aids: brochure with consumer insert; pass-out brochure; free-standing energized display; specially constructed display for model homes.
Sales traininig aids: talk and demonstration for builder's salesmen.

GENERAL ELECTRIC CO.*
Wiring Device Department
95 Hathaway St.
Providence 7, R. I.
Wiring materials
Point of sales aids: outdoor signs; counter cards; counter displays; model home signs; indoor display cards; brochures; hand out literature.
Sales training aids: design and installation manual.
Services: wiring layout service.
Sales promotion literature: Envelope stuffers, fliers, folders, and magazine reprints —available in reasonable quantities.
Demonstrations: operating and non-operating displays available on 30 days notice. Self-demonstrating counter displays available for silent mercury switch.

THE KIRLIN CO.
3435 E. Jefferson Ave.
Detroit 7
Built-in lighting fixtures
Services: typical layout, with recommended wattages, for various rooms; brochure illustrating rooms lighted with recessed fixtures, fixture sizes and designs available, spacing recommendations; typical porch and outdoor installations.

MINNEAPOLIS-HONEYWELL REGULATOR CO.
2753 Fourth Avenue South
Minneapolis 8
Wall switches; fire detection and alarm systems
Point of sales aids: sales brochures; acetate window streamer.
Post-sales aids: instruction booklet is packaged in each fire alarm set.
Sales training aids: specification sheets.
Demonstrations: demonstrator shows decorator feature and operation.
Warranties: one-year guarantee.

THE RITTENHOUSE CO., INC.
East St.
Honeoye Falls, N. Y.
Door chimes, transformers and push buttons
Point of sales aids: consumer folders.
Warranties: One-year warranty; lifetime warranty on "Floating Striker."

MARK SIMPSON CO., INC.
32-28 Fifty-Ninth St.
Long Island City 3, N. Y.
Home music, intercom and door answering system
Point of sales aids: operating demonstration board. Arrangements can be made with local distributor for sample installation.
Sales training aids: catalogue-specification sheets.
Warranties: 90-day warranty through local distributor.

SOSS MFG. CO.
14900 Linwood
Detroit 38
Hardware
Point of sales aids: literature detailing benefits of product.

THE SUPERIOR ELECTRIC CO.
83 Laurel St.
Bristol, Conn.
Light control
Point of sales aids: identification banner; identification card; wall plate; complete technical applications and installation data; handout stuffers.
Warranties: one year warranty; installation and operation brochure.

Floors & floor covering

AMERICAN BILTRITE RUBBER CO.
Trenton 2, N. J.
Vinyl and rubber floorings
Point of sales aids: full-color literature showing colors and specifications; leaflet on flooring care; lithograph point of sale display cards:
Services: complete color coordination and design.

ARMSTRONG CORK CO.*
Floor Div.
Lancaster, Pa.
Resilient floors
Point of sales aids: identification cards; tape recordings individually recorded; descriptive literature; color schemes containing flooring samples, paint and wallpaper samples, upholstery and floor covering samples.
Services: color coordination for model home; color coordination services for individual home buyers. Sample floor program for model homes. Decoration advice for complete interiors, including furnishing hints and suggestions.
Sales training aids: product information, including maintenance suggestions. Training films for builder's and realtor's salesmen.

AZROCK FLOOR PRODUCTS DIV.
Uvalde Rock Asphalt Co.
Frost Bank Building
San Antonio, Tex.
Floor tile
Point of sales aids: enlarged shoe prints; pressure sensitive tape; streamers; handout literature; tile samples.
Sales training aids: specification sheet.
Services: maintenance folders; information on how to get maximum service.

DODGE CORK CO.
Lancaster, Pa.
Cork tile and cork brick
Point of sales aids: large display cards; reprints of national magazine ads; identification cards; folders and bulletins on cork tile, panel cork, and cork brick; sample floors installed in model homes.
Warranties: one-year guarantee.
Services: Detailed catalogue for architects, builders.

GOLD SEAL DIV.,
Congoleum-Nairn Inc.
Kearny, N. J.
Floors and floor covering
Point of sales aids: floor cards.
Sales training aids: decorating and technical films.
Services: tile design booklet; layout pads.
Demonstrations: special model home program.

JOHNS-MANVILLE SALES CORP.
22 E. 40th St.
New York 16, N. Y.
Floor tile
Point of sales aids: display plaque; brochure.
Warranties: registration certificates; certificates of application.

JAMES LEES & SONS CO.
Bridgeport, Pa.
Carpets
Point of sales aids: identification signs; indoor displays; audio records; graphic dramatizations; banners; handout sheets and other literature.
Sales training aids: check lists for salesmen, training films and presentations.
Services: color coordination; decoration advice; color or furnishing hints or advice.
Gifts: home decoration booklets; color photos of entire line.

STYLON CORP.*
Milford, Mass.
Floor tile
Point of sales aids: signpost; ad mats; counter card; samples; floor pattern book.
Services: color coordinate books by Carmen Graham, Miami decorator. Available from distributors.

WOOD-MOSAIC CORP.
Parkay Div.
Louisville 9, Ky.
Wood flooring
Point of sales aid: outdoor sign; doorknob hangers; full color literature; sample panels; complete specifications; reprints of national ads.
Sales training aids: book showing flooring installations with item specifications and architect's specifications.

Hardware

AMEROCK CORP.
416 S. Main St.
Rockford, Ill.
Cabinet hardware
Point of sale aids: standing or hanging placards; window and cabinet stickers; sample boards; easel and picture-frame displays of alternate trims and designs.
Sales training aids: color slide film for sales training.
Services: display boards with hardware designs.

C. HAGER & SONS HINGE MFG. CO.
139 Victor St.
St. Louis 4, Miss.
Builders' hardware, butts, hinges
Point of sales aids: brochures; handout sheets and other literature.

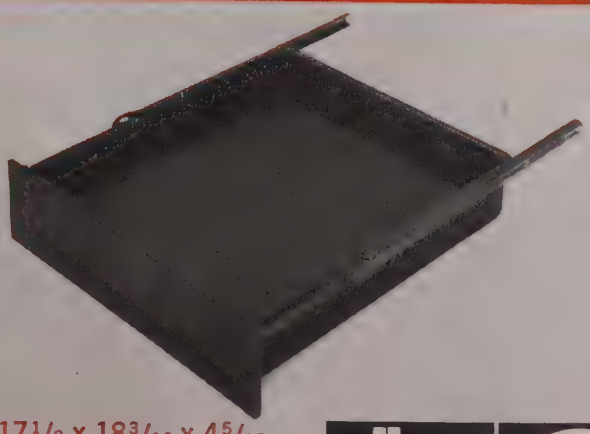
NATIONAL LOCK CO.
Rockford, Ill.
Hardware
Point of sales aids: counter cards; doorknob hangers; envelope stuffers.

continued on p. 330



Knoll-Drake Molded Drawer

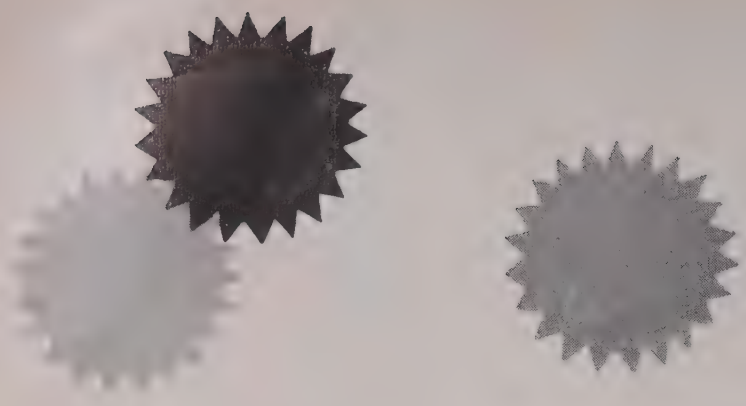
■ Immediate delivery in three sizes—■ Black, with choice of black, gray or white fronts—no finishing is required; brass or spun chrome pulls—■ Smooth-action steel slides available for easy installation—■ One-piece seamless construction, rounded corners—■ Warpless, climate-proof—■ Pre-grooved for partitions—■ Resistant to grease, chemicals—■ Molded of Bakelite brand Phenolic Plastic, Knoll-Drake drawers have limitless application: for chests, desks, cabinets and room dividers; in bedroom, living room, bathroom and closet—■ Write for full information and literature—■ Franchises are available to recognized distributors. Knoll-Drake Products, Inc.—dept. HH—120 E. 56 St., New York 22



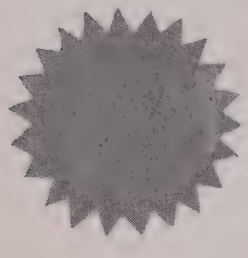
17 1/8 x 18 3/16 x 4 5/16

34 3/8 x 18 3/16 x 3 9/16

34 3/8 x 18 3/16 x 7 3/16



Which is the best furnace for future air conditioning?



This much is sure: no one furnace will do the best job in all homes. House design, type of construction, climate make different demands on heating systems. These demands increase when air conditioning is added. Each model of the Carrier Winter Weathermaker, "the Furnace with a Future," was expressly designed for the later addition of air conditioning. Ask your Carrier dealer to guide you in the right selection. Because he sells all models, his only interest is to recommend the type that serves you best. Carrier

It's time to call Carrier. You'll find your Carrier dealer's name in the Classified Directory. Carrier Corporation, Syracuse, New York.



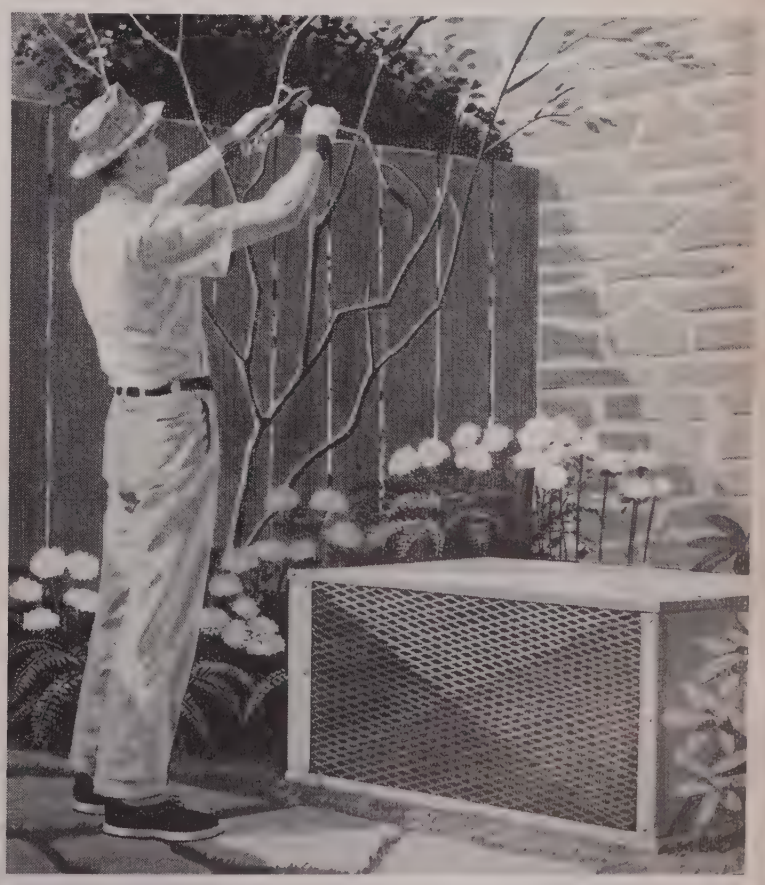
Will your homes have basements? This upflow type Carrier Winter Weathermaker* has a casing at top into which the cooling coil is easily placed when summer air conditioning is desired. Same ducts are used. All Winter Weathermakers are gas or oil fired.



Will your homes be without basements? This counterflow Winter Weathermaker is usually used in homes with concrete slabs or crawl spaces. It is generally coupled with perimeter air distribution. Because of its efficient design it easily fits into closet or small utility room.



Do you build small, compact houses? If space is at a premium you'll want a furnace that occupies little space inside the house. This horizontal Winter Weathermaker can be located in the attic or in a crawl space. Gas model is shown but oil-fired furnace does the job too.



How is future cooling added? This is the refrigeration section which is placed outdoors, in a garage or on a flat roof. Small copper lines connect to the cooling coil which is easily added to the furnace. Cooling uses the same filter, fan, duct system, thermostat as heating.

*Reg. U.S. Pat. Off.

RAYNOR MANUFACTURING CO.*
River St.
Dixon, Ill.
Hardware
Point of sales aids: outdoor sign; posters; cut away section of installed door showing construction.
Sales training aids: 13-minute training film; service manual giving specifications.
Services: customized design; engineering service or shop drawings available.
Warranties: one-year guarantee on materials and workmanship. Lifetime guarantee on Ray Lux panels.
Demonstrations: personnel available.
Gift and prizes: coffee table tops—designed from the Raynor Carved Panel.

SARGENT & CO.
45 Water St.
New Haven, Conn.
Locksets
Point of sales aids: easel signs, brochures. Guaranty certificates are furnished in envelopes which can be attached to doorknobs.

WEISER CO.*
8635 Otis St.
South Gate, Calif.
Residential hardware
Point of sales aids: brochure explains locks, serves as written guarantee, deliver house keys to the purchaser.
Warranties: factory warranty against defective material or faulty workmanship at any time.

Heating, ventilating, air conditioning

AMERICAN STANDARD*
Air Conditioning Div.
Elyria, Ohio
Air conditioning units; thermostats; registers
Point of sales aids: display cards; giveaway booklets; complete sales brochure personalizing builder's house available with costs shared.

BROWN PRODUCTS CO.
97-12 Metropolitan Ave.
Forest Hills, N. Y.
Air conditioning and heating
Point of sales aids: displays; folders; stuffers.
Sales training aids: slides; specification sheets.
Warranties: all products bear guarantee.

CARRIER CORP.*
Syracuse, N. Y.
Air conditioning and heating
Point of sales aids: outdoor sign; "tent cards" for furniture, ledges, or window sills; doorknob hanger with booklet; door stickers.
Sales training aids: training booklet for real estate salesmen.
Services: special book to help builders sell air-conditioned homes, including sample advertisements and radio and TV scripts; publicity with sample stories; promotions with sample layouts for brochures and signs; merchandising. Included are complete timetables for home opening from the selection of an advertising agency to the stringing of banners.
Warranties: guarantee temperatures that will be maintained in the house both summer and winter.
Product literature: folders and specification sheets on the air conditioners or furnaces appearing in the house.

CLAY FLUE LINING INSTITUTE
161 Ash St.
Akron 8, Ohio
Flue lining
Point of sales aids: full-color brochure, letter stuffer size.
Sales training aids: basic flue lining bulletin, with complete information on the product and its installation.
Services: recommendations for chimney construction for architects, builders, contractors and dealers. Advice on codes and ordinances.
Counseling cooperation: counseling cooperation by member manufacturers: American Vitrified Products Co., Cleveland, Ohio; Dee Clay Products Co., Inc., Bloomingale, Ind.; The Evans Brick Co., Urichsville, Ohio; The Kaul Clay Mfg. Co., Toronto, Ohio; The Kopp Clay Co., Malvern, Ohio; Larson Clay Pipe Co., Detroit, Mich.; Malvern Flue Lining, Inc.; Malvern, Ohio; Mill Hall Clay Products, Inc., Mill Hall, Pa.; Natco Corp., New York City; Peerless Clay Corp., Toronto, Ohio.

THE COLEMAN CO., INC.*
250 N. St. Francis
Wichita 1, Kan.
Heating and air conditioning
Point of sale aids: outdoor sign and traffic arrows; tent cards; floor runners; banners and posters; mobile posters; fact cards; lapel cards for salesmen; plastic pennants; sales literature.
Sales training aids: check lists for builder, realtor, suppliers, subcontractors and decorator; training film available on request.
Services: complete open-house merchandising program available through Coleman distributor.
Warranties: Coleman $1,000 Comfort Bond guarantees system will meet specific temperature and air circulation standards. Specimen copies of bond available. $500 10-year Warranty Bond on water heaters.
Demonstrations: Coleman distributors will demonstrate equipment at exhibit homes.
Gifts and prizes: toy balloons; souvenir pencils; magnetic pot holders; yardsticks and outdoor thermometers.

CRANE CO.*
836 So. Michigan Ave.
Chicago
Heating
Point of sale aids: outdoor signs, indoor placards and signs.
Sales training aids: booklet, 60 successful selling ideas.

DAY & NIGHT DIV. CO.*
Carrier Corp.
700 Royal Oaks Avenue
Monrovia, Calif.
Heating and air conditioning, water heaters
Point of sales aids: mobile display book; script for background music; closet door signs; personalized brochures for builder (3 weeks delivery); personalized direct mail and follow-up cards; banners; samples; product brochures, specs and handout leaflets.
Sales training aids: indoctrination sessions for sales people; product films; representatives at openings or during week ends wherever feasible.
Services: architect and engineering service from factory or distributor.
Warranties: ten-year warranty on all water heaters plus an installation allowance for replacement during the first five years; ten-year warranty on furnace heating element; five-year protection of air-conditioning equipment against faulty installation and a five-year warranty on the local servicing available.
Demonstrations: trained hostesses available for product demonstration and sales.

FRIGIDAIRE*
Dayton, Ohio
Heating and air conditioning
Point of sales aids: flags, banners, directional signs; model home placards; heating and air conditioning cards; personalized brochures at cost.
Services: publicity releases; radio and TV scripts; merchandising manual entitled "Guideposts to More Home Sales;" suggested ad layouts; complete merchandising planning.

GENERAL ELECTRIC CO.*
Wiring Device Department
95 Hathaway St.
Providence, R. I.
Electric heating
Point of sales aids: outdoor signs; window streamers; counter cards; brochures; handout literature.
Sales training aids: design and installation manuals.
Sales promotion literature: envelope stuffers; folders, fliers available in reasonable quantities.
Demonstrations: operating and nonoperating displays available on 30 days notice.

H-P PRODUCTS, INC.
510 West Broad St.
Louisville, Ohio
Heating
Point of sales aids: outdoor and indoor cards and posters, brochures, stuffer folders, customer presentation sales manuals.
Sales training aids: layout training, pictorial instructions for installation, sales demonstration techniques, classes supervised by sales agents.
Services: complete layout service.
Warranties: guarantee and user's manual.
Demonstrations: distributor salesmen available for house opening.

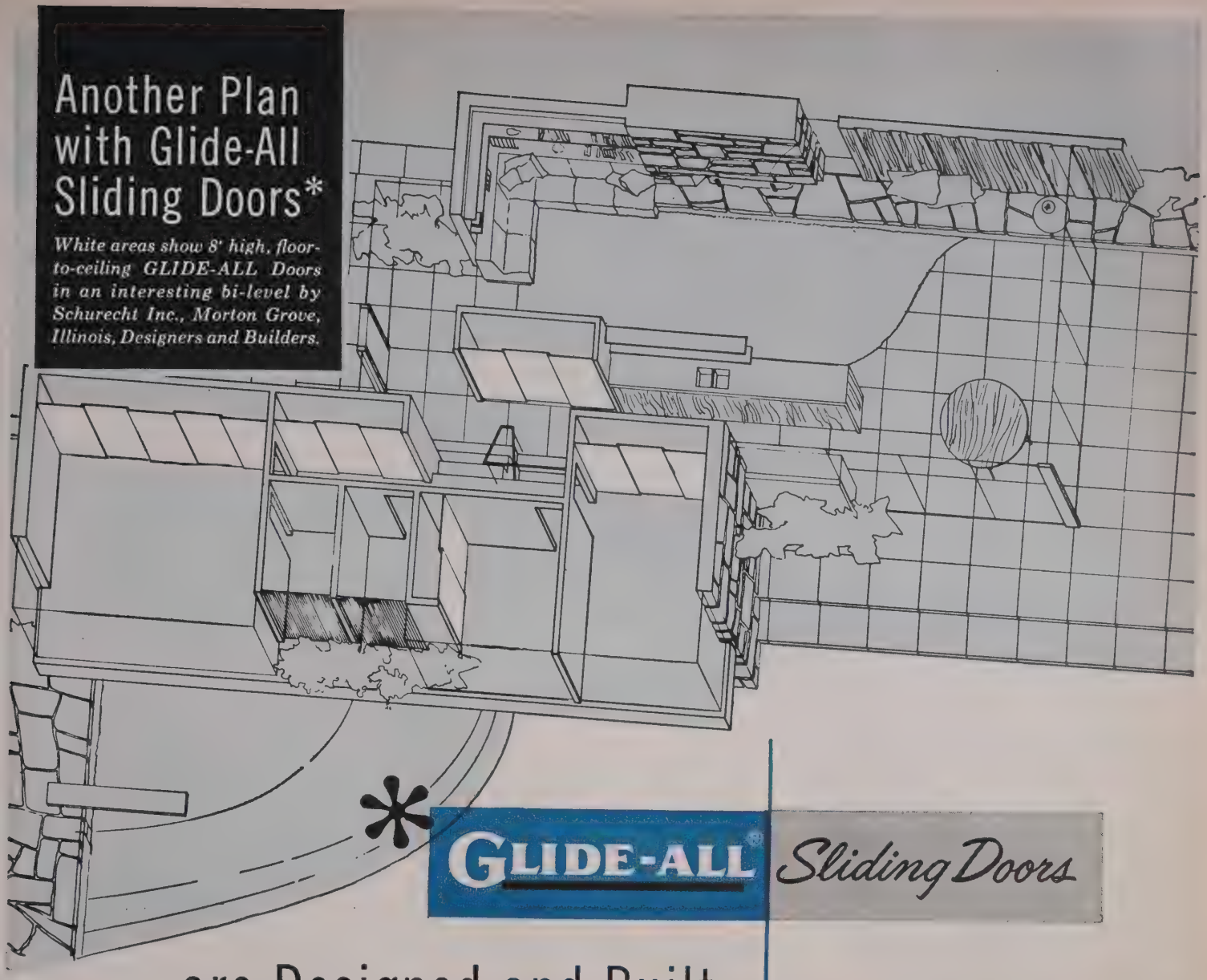
KRITZER RADIANT COILS, INC.*
2901 W. Lawrence Ave.
Chicago 25
Heating and cooling equipment
Point of sales aids: outdoor sign; handout sheets and other literature.
Sales training aids: specification sheets. A 30 minute film on radiant baseboard heating available on one week's notice.
Services: assistance to architects, builders, contractors and wholesalers in planning the heating system.
Warranties: one year guarantee on materials and workmanship.

LENNOX INDUSTRIES, INC.*
Marshalltown, Iowa
Heating and air conditioning
Point of sales aids: outdoor identification direction signs; giant outdoor balloons; plastic pennants; tape recorded messages; brochures; literature on heating and air conditioning; indoor signs and cards.
Sales training aids: sales promotion guide; calendar to aid in timing the promotion.

continued on p. 334

Another Plan with Glide-All Sliding Doors*

White areas show 8' high, floor-to-ceiling GLIDE-ALL Doors in an interesting bi-level by Schurecht Inc., Morton Grove, Illinois, Designers and Builders.



* GLIDE-ALL® Sliding Doors

. . . are Designed and Built for Better Living!



■ It doesn't matter what type your house plans may be, you are interested in providing storage space that is easy to use, easy to build . . . and easy on the cost. GLIDE-ALL Doors will give you the answers . . . because they have these features designed especially to solve your problems: Attractive appearance; Durability in service; Simple installation; 8′ floor-to-ceiling or 6′8″ heights; For wall-to-wall or smaller closet areas.

Plan your storage space with GLIDE-ALL Sliding Doors for "better living" for home-buyers, and profit for you. For complete details, "specs" and prices write the Woodall Plant nearest you . . . see Sweets Catalogs, too.

GLIDE-ALL Doors are available in principal cities throughout the United States and Canada. For information write Plant nearest you.

GLIDE-ALL DOORS ARE A PRODUCT OF

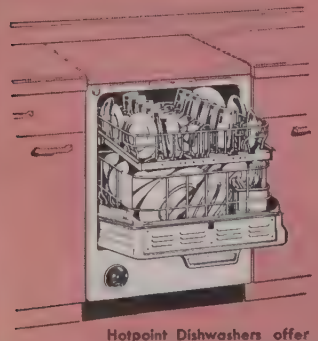
WOODALL INDUSTRIES INC.

DETROIT 34, MICHIGAN

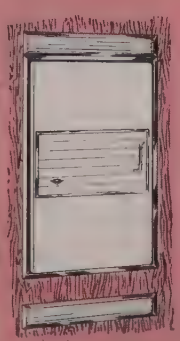
CHICAGO, 3510 Oakton St., Skokie, Ill.
EL MONTE, Calif., 801 West Valley Blvd.
FRANKLIN, Ohio, P. O. Box 290
LAUREL, Miss., P. O. Box 673
NEW YORK, Glen Cove Rd., Mineola, N. Y.
SAN FRANCISCO, Calif., 1970 Carroll Ave.

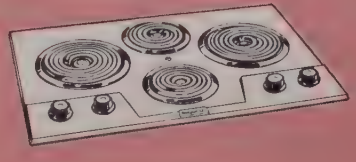
"This is exactly

The Hotpoint Line is the Builder's Line of Appliances—offering you perfect combinations for homes in every price bracket!

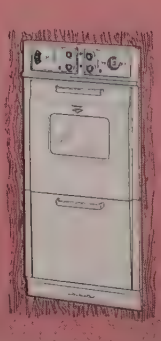


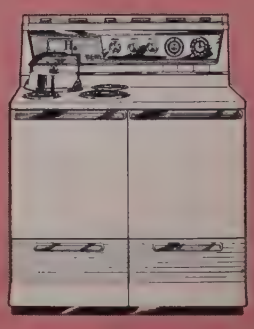
Hotpoint Dishwashers offer Spot-Less Washing, Spot-Less Rinsing, Spot-Less Drying.





The widest variety of Built-In Models and Prices—5 Ovens, 7 Surface Cooking Units, 2 Refrigerators, 1 Freezer, 3 Modular Kitchens!





The Hotpoint Line of 9 Ranges offers the right model for every home—plus an Electronic Cooking Center.

what I want!"

Women are different—and each one knows exactly what she wants in the kitchen of her new home.

Differing preferences and pocketbooks are no problem to the builder who uses Hotpoint. As a matter of fact, they're an advantage because he can give people just what they want —at the price they can afford.

There's a logical reason—the Hotpoint Line is the broadest and most versatile line of kitchen appliances in the world today.

If cost is important to one couple, you can meet any price competition with Hotpoint budget models—the finest dollar-for-dollar values in the low-price range.

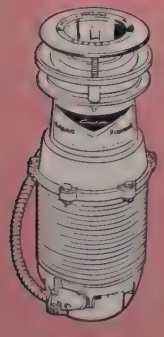
If the next couple wants the most advanced features and beauty in styling, you can offer them Hotpoint de luxe models, the finest in America.

To capitalize on the home-selling opportunities—and "selling up" profits—many builders now install two model kitchens. One features Hotpoint budget appliances, and one features Hotpoint de luxe appliances. Home buyers make their choice—and almost invariably they choose the added features of Hotpoint de luxe models. And that means added profit for you.

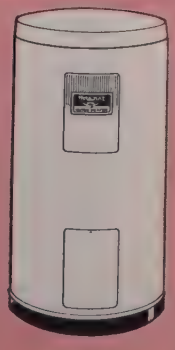
Contact your Hotpoint Distributor's Builder Specialist today —and he'll prove to you with facts and figures why Hotpoint offers you maximum profit opportunities!

Hotpoint *(A Division of General Electric Company)*

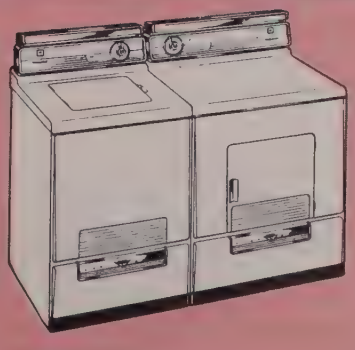
5600 West Taylor Street, Chicago 44, Illinois



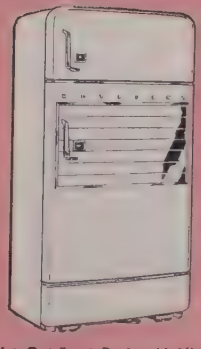
Famous Hotpoint Disposall® Food Waste Disposers in two models.



Electric Water Heaters in 3 styles—Built-In, Round, and Table-Top Models.



The Hotpoint Home Laundry Line—5 Washers, 7 Dryers, 1 Washer-Dryer combination, 5 style-matched pairs!



Hotpoint *Out-Front* Design highlights 2 Refrigerators, 7 Refrigerator-Freezers, 3 Chest Type, and 2 Upright Freezers.

Phone your nearest Hotpoint Distributor's Builder Specialist!

ALA. Birmingham, BI 4-4521
Mobile, HE 2-3511
Montgomery, MO 5-8160
ARIZ. Phoenix, AL 8-7881
ARK. Little Rock, FR 5-1231
CAL. Fresno, AD 7-4175
Fresno, AM 8-4711
Los Angeles, RA 3-8701
Oakland, GI 2-8976
San Bernardino, SA 9-1071
San Diego, BE 9-0271
San Francisco, MA 1-5131
COLO. Denver, AM 6-0671
CONN. Bridgeport, FO 8-1621
Hartford, JA 2-4111
New Haven, HO 7-6331
Waterbury, PL 6-5889
DEL. Wilmington, OL 6-7761
D. C. Washington, HU 3-6820
FLA. Jacksonville, EL 5-2616
Miami, NE 4-6194
Orlando, OR 5-2043
Tallahassee, TA 3-0874
Tampa, TA 2-7179
W. Palm Beach, TE 3-6844
GA. Albany, HE 2-1581
Atlanta, PL 5-5787
Augusta, AU 3-7778
Savannah, AD 6-0621
IDAHO Boise, BO 2-4501
ILL. Chicago, HA 7-2860
Rockford, RO 8-5716
Springfield, SP 3-4509
IND. Evansville, HA 4-7581
Fort Wayne, E 6196
Indianapolis, ME 4-8843
Muncie, AT 4-1457
South Bend, AT 8-4791
Terre Haute, L 8322
IOWA Davenport, DA 6-3551
Des Moines, AT 8-2193
Sioux City, SI 8-5588
KANS. Kansas City, MA 1-4338
Wichita, FO 3-6251
KY. Louisville, ME 7-5411
LA. Baton Rouge, BA 4-7093
Lake Charles, HE 3-4229
Monroe, 7821
New Orleans, CA 6263
Shreveport, SH 3-8505
ME. Bangor, BA 2-4812
Portland, SP 5-2381
MD. Baltimore, CE 7-0516
MASS. Boston, AL 4-2050
Springfield, ST 8-0979
Worcester, PL 4-3293
MICH. Detroit, VE 8-8351
Grand Rapids, GL 9-4452
MINN. Duluth, RA 2-6685
Minneapolis, FE 6-1621
St. Paul, MI 6-2631
MISS. Jackson, JA 4-2585
MO. Joplin, MA 4-1875
St. Louis, OL 2-2100
Springfield, SP 2-4442
NEBR. Omaha, JA 6073
N. H. Manchester, NA 5-9754
N. J. Newark, TA 4-1101
N. MEX. Albuquerque, AL 2-0179
N. Y. Albany, AL 4-1201
Binghamton, BI 5-5448
Buffalo, CL 6020
Buffalo, SU 7150
New York, AL 5-6363
Rochester, HA 6-4532
Syracuse, 73-3311
N. C. Asheville, AS 3-6650
Charlotte, ED 2-8521
Charlotte, ED 3-0566
Fayetteville, FA 2-3641
Greensboro, GR 5-3426
Greenville, 7244
Raleigh, TE 4-4372
OHIO Akron, JE 5-4143
Cincinnati, MA 1-0600
Cincinnati, RE 1-6185
Cleveland, HE 2-2500
Columbus, AX 1-4625
Dayton, HE 4694
Youngstown, RI 4-0122
OKLA. Oklahoma City, MU 5-5585
Tulsa, GI 7-3308
OREG. Portland, CA 6-3776
PA. Allentown, HE 4-9341
Erie, ER 5-7501
Harrisburg, CE 8-7303
Philadelphia, WA 2-5405
Philadelphia, GA 6-8800
Pittsburgh, FA 2-1530
Reading, RE 6-1581
R. I. Providence, DE 1-3833
S. C. Columbia, CO 6-0544
Greenville, GR 2-2881
S. DAK. Sioux Falls, SI 4-5621
TENN. Chattanooga, AM 6-4795
Knoxville, KN 3-4789
Memphis, JA 5-8482
Nashville, CY 7-7536
TEXAS Abilene, OR 2-2861
Amarillo, DR 2-6778
Arlington, CR 5-2696
Austin, GR 8-5674
Beaumont, TE 2-8484
Corpus Christi, TU 4-6374
Dallas, RI 2-6451
El Paso, EL 2-3449
El Paso, EL 3-7561
Fort Worth, ED 5-4523
Freeport, FR 5-3271
Houston, CA 8-4571
Port Arthur, YU 3-5628
San Antonio, CA 7-9246
UTAH Salt Lake City, EL 9-8771
VT. Burlington, ES 8-3301
VA. Hampton, HA 3-0717
Norfolk, MA 2-7189
Richmond, RI 6-4948
Roanoke, RO 4-2260
WASH. Seattle, MA 2960
Spokane, KE 5-1731
W. VA. Bluefield, DA 5-6131
Wheeling, CE 2-8400
WIS. Appleton, RE 3-4020
Milwaukee, BR 6-3822

Services: planning installations; merchandising service and counseling.
Warranties: printed warranties on equipment.
Demonstrations: personnel often available, limited availability of Lennox Comfort Coach, a mobile display.
Gifts and prizes: gift file folder—"Home Equipment Information File."

THE MAJESTIC CO., INC.
Huntington, Ind.
Air conditioning, fireplace and chimney
Point of sales aids: outdoor signs; a wall poster for store display; banners; decals.
Sales training aids: specification sheets; installation instructions.
Services: planning services.
Warranties: a ten-year replacement warranty on heat exchanger; a five-year service warranty on condensing equipment.

MARKEL ELECTRIC PRODUCTS, INC.
145 Seneca St.
Buffalo, N. Y.
Electric heaters
Point of sales aids: brochures; handout sheets and other literature.
Sales training aids: sales check lists.
Services: installation specification sheet.
Warranties: guarantees, service information and responsibility.

MINNEAPOLIS-HONEYWELL REGULATOR CO.
2753 Fourth Avenue South
Minneapolis 8
Thermostats, zone control
Point of sales aids: lawn signs; thermostat cards, posters and signs; consumer handout literature.
Sales training aids: salesmen's brochures.
Services: installation and operation manuals.
Warranties: one-year guarantee; service available throughout the country.
Post-sales aids: homeowner's instruction booklet.

MUELLER CLIMATROL DIV.,*
WORTHINGTON CORP.
2005 West Oklahoma Ave.
Milwaukee 1
Air conditioning and heating
Point of sales aids: outdoor sign; Open House Kit containing stickers, literature.

RESEARCH PRODUCTS CORP.
1015 East Washington Ave.
Madison, Wis.
Electric automatic humidifier
Point of sales aids: hand outs or envelope stuffers; signs and identification posters.
Sales training aids: catalogue sheets.

RHEEM MANUFACTURING CO.
7600 South Kedzie Ave.
Chicago 29, Ill.
Air conditioners
Point of sales aids: installation signs; small easel signs; animated model; brochures and envelope stuffers; heating and air conditioning presentation manual.
Demonstrations: Christopher Altier—Rheem glass blower, available for model homes.

SHANA MFG., INC.
188 W. Randolph St.
Chicago 1
Air conditioners
Point of sales aids: sales brochure; decals.
Sales training aids: specification sheet; sales pitches on records.
Warranties: one-year factory guarantee; five-year guarantee on compressor.

STRAITSVILLE BRICK CO.
New Straitsville, Ohio
Ceramic heating ducts
Point of sales aids: sectional display of a basementless home-heating system.
Sales training aids: Eight mm color film.
Services: The Harry O. Donnelly Co., 34 Frank Blvd., Akron 13, Ohio will cooperate with architects and contractors on design and installation of duct.
Warranties: guaranteed to be completely unaffected by decay, corrosion, or chemical decomposition.

THE A. O. SUTTON CORP.*
1812 West Second St.
Wichita, Kan.
Air conditioners
Point of sales aids: outdoor signs and banners, indoor banners, hang cards, decals, demonstration model, builder's open house kit, handout folders.
Sales training aids: specification catalogues; sales presentation manual.

THE TRANE CO.
Second & Cameron Ave.
La Crosse, Wis.
Baseboard and convector heating units
Point of sale aids: outdoor signs, indoor display on stand, brochures, handout sheets and other literature, counter or table displays.
Warranties: one year against defective workmanship and/or materials.
Demonstrations: under certain circumstances arranged through local sales office.

UTILITY APPLIANCE CORP.
141 El Camino
Beverly Hills, Calif.
Heating and air conditioning
Point of sales aids: outdoor sign; posters; product displays; brochures and handout sheets; banners.
Sales training aids: sales training sessions for salesmen.
Services: complete engineering of heating and air conditioning systems.
Warranties: warranties on all equipment from one to ten years depending on the part. Factory-trained servicemen in local market . . . servicing through distributors in other markets; service information and bulletins sent periodically to all distributors, installers and dealers.
Demonstrations: technical personnel for model homes available on week ends.

WATERMAN-WATERBURY CO.
1121 N. E. Jackson St.
Minneapolis, Minn.
Furnaces and air conditioners
Point of sales aids: 8½ x 11 "stick on" cards for furnace; cartoon cards for room registers; model home ad mats; assortment of folders; gummed folder holder that sticks to furnace.
Warranties: 10-year guarantee on all furnaces. Servicing through local dealer.

THE WILLIAMSON CO.*
4558 Marburg Ave.
Cincinnati
Heating and air conditioning
Point of sales aids: outdoor sign envelope stuffers.
Sales training aids: catalogues.
Warranties: 10 and 20 year guarantee, depending upon furnace model. Five-year guarantee on cooling units.

Insulation, thermal & acoustical

ARMSTRONG CORK CO.*
Building Products Div.
Lancaster, Pa.
Acoustical ceilings
Point of sales aids: identification cards; roof-deck table display with sample; consumer booklet.
Sales training aids: booklet lists important sales points in house or project. Contains sections on kitchens, heating, roof, neighborhood, financing, etc. Designed as selling portfolio for builder's salesmen. (Available only to builders who use Temlok Roof-Deck in model homes.) Product films for builder's salesmen.

THE CELOTEX CORP.
120 South LaSalle St.
Chicago 3
Insulating sheathing, acoustical tile
Point of sales aids: brochure, product samples.
Warranties: life-of-building guarantee.

JOHNS-MANVILLE SALES CORP.
22 E. 40th St.
New York 16, N. Y.
Insulation
Point of sales aids: display plaque; brochure.
Warranties: registration certificates; certificates of application.

L. O. F. GLASS FIBERS CO.*
1810 Madison Ave.
Toledo 1
Insulation
Point of sale aids: job-site sign; outdoor sign; small indoor sign; product name sign for doorknob or joist over furnace; mock wall framing section of installation.

REFLECTAL CORP.
(Subsidiary of Borg-Warner Corp.)
310 S. Michigan Ave.
Chicago 4
Aluminum foil insulation
Point of sales aids: detailed plans for constructing wall and ceiling section displays. Separate plans for masonry, brick veneer and frame constructions. Includes details of effective demonstration of insulation complete with suggested uses. Six-page brochure.

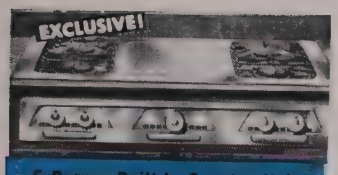
Kitchen equipment, appliances, accessories

AMERICAN KITCHENS DIV.
AVCO Mfg. Corp.
Connersville, Ind.
Kitchens
Point of sales aids: indoor cards and posters, banners, handout sheets and other literature.
Sales training aids: indoctrination or sales training sessions for salesmen through distributor.
Services: color coordination, decoration advice, color or furnishing advice.
Warranties: performance bonds, service information and responsibility.
Demonstrations: hostesses or technical personnel at model house opening.

continued on p. 338

another Florence first

Built-In Gas Range Units with FREE-STANDING Range Flexibility



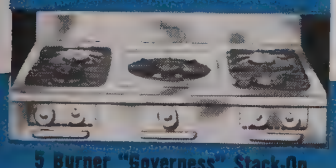
5 Burner Built-In Counter Unit



4 Burner Built-In Counter Unit



2 Burner Built-In Counter Unit



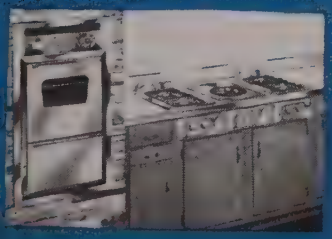
5 Burner "Governess" Stack-On Counter Unit



4 Burner Stack-On Counter Unit



Automatic Oven Rotisserie with Built-In Meat Thermometer



Florence "Custom-Craft" Built-In Gas Ranges with Colorama Styling

A combination for every kitchen! Versatility beyond compare! Tailor-made to suit every requirement—kitchen arrangements unlimited. Choose from over 1200 combinations.



Florence "Custom-Craft" Packaged **FREE-STANDING** Cabinet Oven-Broiler and Stack-On Counter Units

Designed for the builder—*priced for the builder*—the completely *new* Florence "Custom-Craft" Built-In Free-Standing Cabinet Oven-Broiler is as easily installed as the ordinary gas range.

In addition, Florence offers a wide selection of packaged counter units—4 Burner Stack-Ons and 5 Burner Stack-Ons, including exclusive Florence "Governess" center burner and griddle, complete with matching cabinets. Finished in satin chrome or coppertone.

Florence Built-In cabinet oven-broiler units and stack-ons require only gas and electrical connections—as quickly set in place as an ordinary free-standing gas range.

Mail coupon for complete information, specifications, prices.

Florence STOVE COMPANY
1154 Merchandise Mart • Chicago 54, Ill.

FLORENCE STOVE COMPANY
1154H Merchandise Mart
Chicago 54, Illinois

I am interested in your "Custom-Craft" Built-In Free-Standing Cabinet Oven-Broiler units and Stack-On Counter units.

COMPANY_____

YOUR NAME_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____



Demonstrate this new shingle!

It will help you sell your homes!

...the New FLINTKOTE self-sealing, hurricane-resistant

SEAL-TAB

Now you have an exciting, new idea for your model home in an asphalt shingle. A shingle loaded with special advantages . . . special selling points.

You can convincingly *show* prospects how SEAL-TAB provides the sure "overhead" protection they've always wanted.

Point out how each shingle has a strip of special adhesive on the underside of the butt. Explain how the sun's heat bonds the SEAL-TAB together to produce an integrated roof . . . *so tightly bonded that even hurricane winds can't lift the tab.*

You'll be gratified when you see how this self-sealing hurricane-resistant feature impresses home buyers. As it should . . . because it's a real money- and worry-saver!

You can select SEAL-TABS from a variety of specially handsome, pleasing colors.

And it is backed by a name you know you can depend upon for extra years of service: Flintkote, *originator* of the asphalt strip shingle!

Take advantage of all that SEAL-TAB offers to give your model home *top* sales appeal.

Ask your Flintkote supplier to demonstrate the SEAL-TAB advantages to you. Or write for complete information to: The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.



Quick...Easy...and Trouble-free Applicatio

The SEAL-TAB has an exclusive Flintkot Aluminum Strip that retards the action of th adhesive until it is needed—it keeps the shingle free in the bundle . . . they don't have to b broken apart on the job. A SEAL-TAB roof quick, easy and economical to apply.

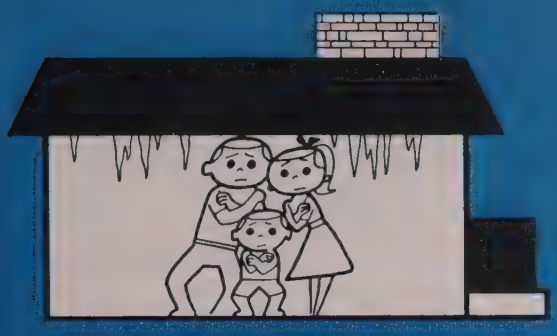
**A trademark of The Flintkote Company, Patented—U.S. Pate 2,210,209—also patent pending.*

FLINTKOTE BUILDING MATERIALS

FLINTKOTE

Originator of the Asphalt Strip Shingle

REPLACEMENT OR A REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN



Not too Much . . .



Not too Little . . .



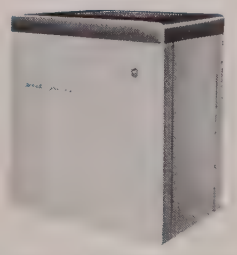
Now Westinghouse gives you "Just Right" cooling for any home you build!

At last, central air conditioning designed with your needs in mind. You get just-the-right cooling capacity for the home you build—not too much or too little! Installs indoors or out . . . needs no water . . . wastes no space. Cools the entire house quietly and automatically.

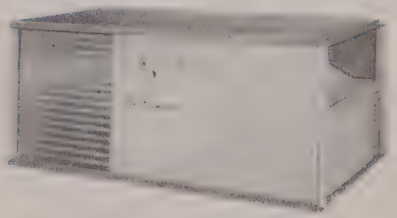
Now you can select the one best air conditioner to meet the cooling needs of any home you build. Only Westinghouse gives you a choice of 7 builder model air conditioners between 19,000 and 74,000 BTU's per hour (other brands have but 3 or 4). Air cooled, they need no expensive water towers. They are factory assembled and delivered *on-site* ready for installation anywhere out of doors. In addition, there are two new "hide-a-way" models for interior installation. What's more, all units are smartly styled in two-tone color to blend with interior or exterior decor . . . waste no valuable living space.

That's not all! There's a complete line of Westinghouse gas and oil-fired furnaces designed to match these new builder air conditioners. Makes it possible for your customers to add-on year-round air conditioning whenever they desire.

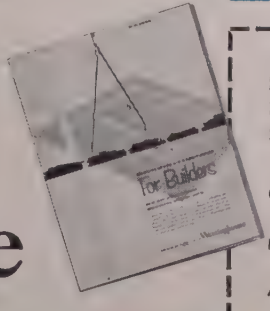
You get air conditioning that's "just right" for any home you build, plus America's most trusted name in living comfort—Westinghouse!



MATCH-MASTER for installation out of doors.



EASE-MASTER for hide-a-way installation in attic, utility room or ceiling suspension.



YOU CAN BE SURE...IF IT'S

Westinghouse

AIR CONDITIONING DIVISION STAUNTON, VIRGINIA

J-80535A

Westinghouse Air Conditioning Division
Dept. 8D
P. O. Box 510
Staunton, Virginia

Please send my free copy of "Westinghouse Air Conditioning For Builders".

NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

ARMSTRONG CORK CO.*
Floor Div.
Lancaster, Pa.
Counter tops
Point of sales aids: identification cards; tape recordings individually recorded; descriptive literature; color schemes containing flooring samples, paint and wallpaper samples, upholstery and floor covering samples.
Services: color coordination for model home; color coordination services for individual home buyers. Sample floor program for model homes. Decoration advice for complete interiors, including furnishing hints and suggestions.
Sales training aids: product information, including maintenance suggestions. Training films for builder's salesmen.

CARR, ADAMS & COLLIER CO.
Dubuque, Iowa
Cabinets
Point of sales aids: indoor cards and posters; motor driven display; models showing construction of cabinets; cutaway drawings of products; brochures; handout sheets and literature.
Sales training aids: films on windows and cabinets; cabinet training school for builder's personnel.
Services: selection of stains for finishing products.
Warranties: guarantee of products, prompt attention of any product failure.
Demonstrations: dealer's personnel available for demonstrating products.
Gifts and prizes: pencils.

CARROLTON MFG. CO.
Carrolton, Ohio
Stainless steel sinks
Point of sales aids: statuettes promoting stainless steel sinks.
Sales training aids: specification sheets, assistance of wholesaler and factory personnel; use of film by reservation only.
Services: complete assistance of local distributor and dealer.
Warranties: lifetime performance warranty.

CHATTANOOGA ROYAL CO.
First and Delmar Sts.
Chattanooga 6, Tenn.
Portable barbecue grills
Point of sale aids: window streamers, posters, cook books.
Sales training aids: color film strip, sales demonstrators.
Warranties: fireboxes and bowls have five-year guarantee.

COLONIAL PRODUCTS CO.
Dallastown, Pa.
Kitchens
Point of sales aids: counter cards and outdoor signs.
Sales training aids: specification sheets and local distributor sales training where desired.
Services: complete kitchen planning services offered through distributors.
Warranties: five-year warranty.

CURTIS COMPANIES, INC.
Clinton, Iowa
Kitchen cabinets
Points of sales aids: outdoor signs; indoor cards and posters; banners and pennants; handout booklets and folders; direct-mail follow-up.
Sales training aids: sales guide.
Services: planning kitchens; decorating advice; color suggestions.
Warranties: performance bond for owner; booklet on "Care of Kitchens and Woodwork."

DWYER PRODUCTS CORP.
Michigan City, Ind.
Kitchens
Point of sales aids: brochures; illustrated catalogues; passouts; mailers.
Sales training aids: specialists available for consultation with salesmen.
Services: planning service.
Warranties: one-year warranty on kitchen units, four-year warranty on refrigerator compressor.
Demonstrations: technical personnel available subject to schedule.

FRIGIDAIRE*
Dayton, Ohio
Point of sales aids: flags; banners; directional signs; model home placards; appliance cards; personalized brochures at cost.
Services: color coordination; kitchen planning; publicity releases; radio and TV scripts; merchandising manual entitled "Guideposts to More Home Sales;" suggest ad layouts; complete merchandising campaign planning.

GENERAL ELECTRIC CO.*
Appliance Park
Louisville 1, Ky.
Kitchen Appliances
Point of sales aids: outdoor sign; model home merchandising package; includes soffit streamer; literature; easel displays; salesman's scripts; certified design program (design certification given to kitchen plans judged by GE designers to meet high decorative and layout standards); complete sales brochure personalizing builder's house and kitchen.
Sales training aids: full line catalogue and specification sheets.
Design aids: kitchen design book; cabinet selector, color panel sets, speedy spacer (to determine proper cabinet space); booklet on how to install modular kitchens. All aids available only through distributors.

THE KITCHEN MAID CORP.
Andrews, Ind.
Kitchen cabinets
Point of sales aids: brochures, handout sheets and other literature.
Services: planning, decoration advice.
Warranties: guarantees.

MUTSCHLER BROTHERS CO.*
Nappanee, Ind.
Kitchens
Point of sales aids: full-color catalogue; envelope stuffers; catalogue and ad reprints; custom kitchen album; custom kitchen scrapbook; Stereorealist viewer and color slides; cut-away door and top samples; top covering samples; indoor sign; display; finish samples; indoor sign; winwindow-door decal; installation site sign.
Sales training aids: Sales and service manual; dealer sales-helps portfolio contains samples of all current literature; specification sheets.
Services: complete kitchen planning; artist's renderings of kitchens; decoration advice; color and furnishing hints.

NATIONAL KITCHENS
163 Avenue A
Bayonne, N. J.
Kitchen cabinets
Point of sales aids: brochures, handout sheets and other literature.

NATIONAL STOVE
163 Avenue A
Bayonne, N. J.
Gas and electric ranges
Point of sales aids: brochures; handout sheets and other literature.

PREWAY, INC.*
Wisconsin Rapids, Wis.
Kitchen appliances
Point of sales aids: outdoor-indoor identification sign, display cards, counter cards.
Sales training aids: specification sheet; miniature refrigerator with miniature wood cabinet; color slides.
Services: kitchen planning service.
Warranties: consistent with others in the field.

REVCO, INC.
Deerfield, Mich.
Refrigerators
Point of sales aids: outdoor signs, indoor cards and posters, handout sheets and other literature.
Sales training aids: sales manual, installation and application instructions.
Services: color coordination and kitchen planning (through franchised dealers); color or furnishing hints or advice.
Warranties: five-year warranty on complete refrigeration system, service information and responsibility (through distributor or authorized service agency).

SAMUEL STAMPING & ENAMELING CO.
Manufacturers Road
Chattanooga, Tenn.
Gas and electric ranges
Point of sales aids: outdoor sign; posters; reprints of national ads; banners; complete sales brochures; handouts.
Sales training aids: specification sheets; six sets of TV slides with audio script available.
Warranties: one year warranty. Servicing through local distributor on labor and materials for one year.
Demonstrations: hostesses or technical personnel available for house opening.

STANTHONY CORP.*
5341 San Fernando Road West
Los Angeles 39
Ventilators
Point of sales aids: outdoor signs and participation in roadside billboards; easel cards; posters; pass-out literature; footprints marking route through the model home.
Sales training aids: specification sheets plus a complete story on proper kitchen ventilation, and "Why Stanthony. . ." for real estate salesmen training.
Warranty: one-year warranty, performance and service guaranteed by local distributor.
Demonstrations: representative available at the opening of the model home.

STEWART INDUSTRIES, INC.
320 E. St. Joseph St.
Indianapolis 2, Ind.
Ventilators
Point of sales aids: indoor cards and posters; handout sheets and broadsides;

continued on p. 342

This is the sign that draws the crowds



that buy the homes



that you build



When your model homes feature LIFE-advertised materials and products and you identify them as "Advertised-in-LIFE," you get inspection visits from *more* prospects and from *pre-sold* prospects.

LIFE pre-sells a huge proportion of your potential customers . . . because in the average community, LIFE reaches 3 out of 5 households in the course of 13 issues.

People read—*and respond to*—LIFE's compelling words and pictures, and they respond to LIFE's advertisements for household products and building materials.

You'll find *you* get this extra response when your homes feature LIFE-advertised products, and "Advertised-in-LIFE" sales aids.

Write LIFE's Building Merchandising Department for the full story of LIFE's home-merchandising ideas and materials. Read about the many ways LIFE can help you sell more homes.

Audience source: *A Study of the Household Accumulative Audience of LIFE.*



PEOPLE RESPOND TO LIFE



Tough plywood bond endures super-heated steam

It's phenolic-resin bonded . . . for longer life*

Subjecting this plywood to super-heated steam brings you this important proof: Even the severest moisture conditions can't affect phenolic-resin bonding! This adhesive outlasts the wood!

That's why phenolic resin is used by well-known plywood manufacturers belonging to the Douglas Fir Plywood Association. Under all weather conditions, phenolic resin keeps the plies together; makes plywood one of the most practical exterior building materials . . . *and* one of the most economical.

The grade trademark of the Douglas Fir Plywood Association tells the difference. It's burned into the edge of every panel and guarantees 100% waterproof phenolic-resin bonding. THE DOW CHEMICAL COMPANY, Midland, Michigan.

**The Dow Chemical Company is a leading producer of phenol as used by plywood adhesive manufacturers.*

EXT-DFPA To get the best, look for this grade trademark whenever you order, buy or specify plywood.

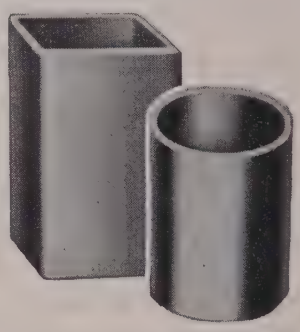
YOU CAN DEPEND ON DOW

This *FREE* Brochure brings you up-to-date on . . .

Safe Chimney CONSTRUCTION



These recommendations for the use of Clay Flue Lining in chimneys, flues, and fireplaces are based on the findings of national fire underwriting groups. They give you up-to-date information—complete with detailed drawings—on design, construction, spacing, connections, smokepipes, mortar, and woodwork placement around chimneys . . . indispensable data for codemakers and construction men. Request your copy from CFLI *today.*



Clay Flue Lining is the only fireproofing material that's safe for all types of heating and fireplace fuels — gas, oil, logs, or coal. It's permanently corrosion-proof.

Clay Flue Lining is the recognized fireproofing material for all chimneys in all areas—used by progressive builders and required by modern codes.

CLAY FLUE LINING Institute

CLAY FLUE LINING INSTITUTE

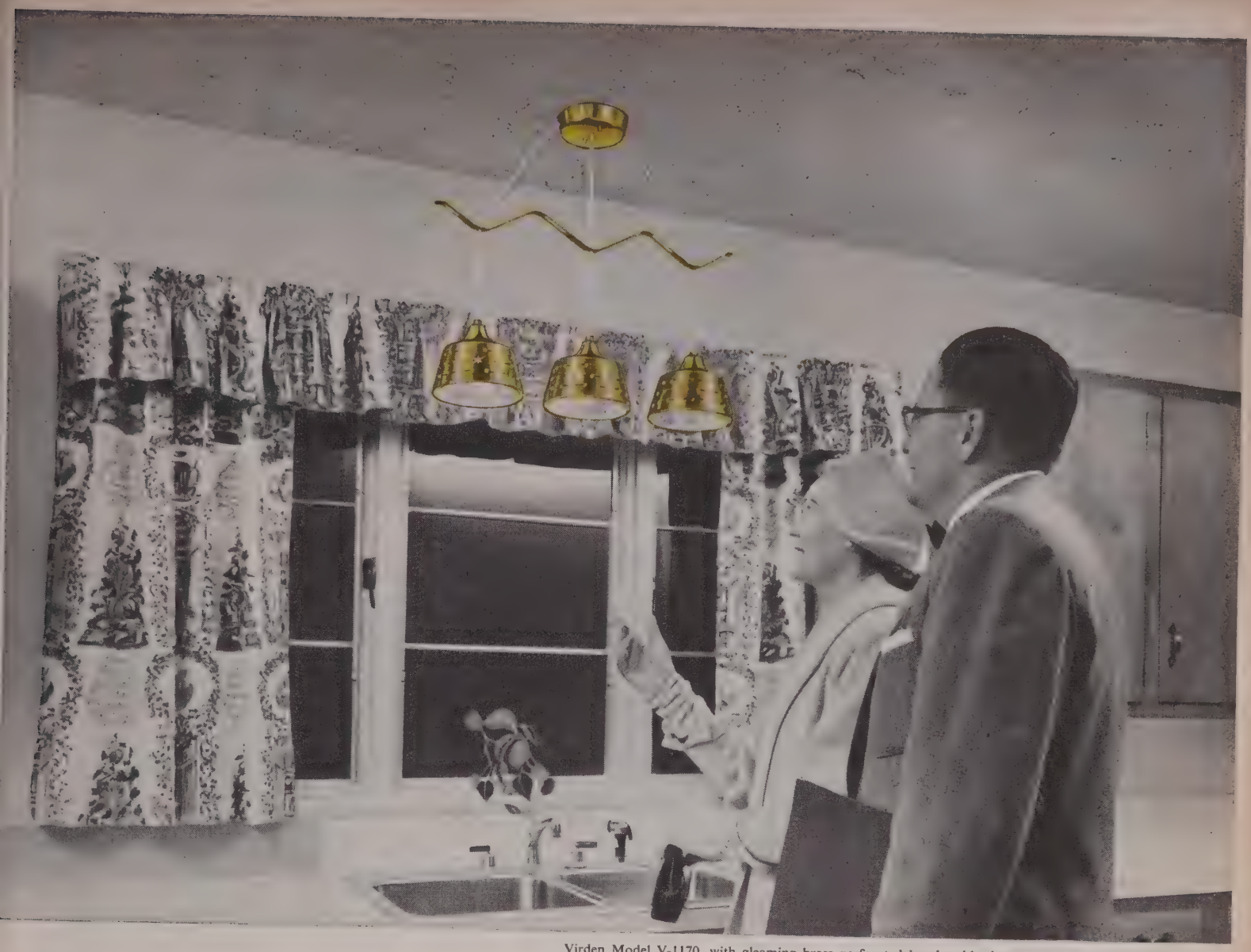
161 Ash Street, Akron 8, Ohio

CONTACT AN INSTITUTE MEMBER WHEN YOU WANT THE BEST

American Vitrified Products Co., Cleveland 14, Ohio; Dee Clay Products Co., Inc., Bloomingdale, Ind.; The Evans Brick Co., Uhrichsville, Ohio; The Kaul Clay Manufacturing Co., Toronto, Ohio; The Kopp Clay Co., Malvern, Ohio; Larson Clay Pipe Co., Detroit 34, Mich.; Malvern Flue Lining, Inc., Malvern, Ohio; Mill Hall Clay Products, Inc., Mill Hall, Pa.; Natco Corp., New York 17, N. Y.; Peerless Clay Corp., Toronto, Ohio; Straitsville Brick Co., New Straitsville, Ohio.

Plants in Indiana, Michigan, New Jersey, Ohio and Pennsylvania, serving the eastern half of the United States.

FL-157-23AA



Virden Model V-1170, with gleaming brass perforated hoods adds glamour to this kitchen. Just as effective over a breakfast bar, as a room divider or over a built-in planter.

Virden Lighting will sell your new homes *Quick!*

Virden lighting fixtures will give instant sales appeal to your new houses. Women especially appreciate the beauty they add, automatically recognize that your homes offer more for their money.

You can gain this sales advantage at a most reasonable cost. For only a few dollars you can add beauty, comfort and safety to your houses. Give each room the decorative "lift" that makes prospects buy *quick*.

Use Virden Lighting to help sell your houses. You'll find a complete selection for interior and outdoor use including recessed and fluorescent. All are smartly designed, Virden quality through and through.

Ask your local Virden distributor for our latest catalog or mail the coupon below to John C. Virden Company, 6103 Longfellow Ave., Cleveland 3, Ohio.

Building a Model Home? See your Virden distributor about fixturing it with Virden.

virden
LIGHTING

Member American Home Lighting Institute

VIRDEN Lighting

John C. Virden Co., Dept. HH-457
6103 Longfellow Ave., Cleveland 3, Ohio

Please send me your latest catalog.

Name_____

Address_____

City_____ Zone_____ State_____

Occupation_____

range hood metal swatches as samples.
Sales training aids: sales training meetings conducted for builder's salesmen.
Services: advice on ventilation and proper installation.
Warranties: five-year prorata guarantee.
Demonstrations: as available, manufacturers' representatives will be present on opening week ends of model homes.

SWANSON MFG. CO.
607 S. Washington St.
Owosso, Mich.
Ventilators
Point of sales aids: literature.

TAPPAN STOVE CO.
250 Wayne St.
Mansfield, Ohio
Gas, electric, electronic ranges
Point of sales aids: indoor cards and posters; banners; brochures; handout sheets and other literature.
Sales training aids: check lists for sales talks; indoctrination sessions for builder's salesmen.
Warranties: performance bonds, service information and responsibility.
Demonstrations: hostesses or technical personnel in model houses on opening week ends.
Gifts and prizes: various types.

THERMADOR ELECTRIC MFG.
5119 District Blvd.
Los Angeles 22
Built-in electric ranges, refrigerator-freezers
Point of sales aids: brochures; builder signs.

UNITED STATES PLYWOOD CORP.
55 West 44th St.
New York 36
Counter tops
Point of sales aids: indoor display cards.
Warranties: wall material is guaranteed for the life of building. Specimen guarantees for plywood walls and doors are also available.

UTILITY APPLIANCE CORP.*
Gaffers & Sattler Div.
141 El Camino
Beverly Hills, Calif.
Kitchen appliances
Point of sales aids: outdoor sign; posters; products for model-home displays; brochures and handout sheets.
Sales training aids: sales training sessions for salesmen; brochures and literature giving sales aids.
Warranties: guarantee on all parts; servicing in local market provided through factory servicemen—other markets through distributor salesmen.
Demonstrations: personnel available to appear in model homes during opening week ends.

WESTINGHOUSE ELECTRIC CORP.*
Major Appliance Div.
246 E. Fourth St.
Mansfield, Ohio
Electric appliances
Point of sales aids: outdoor sign; handout materials, folders and brochures; feature cards.
Sales training aids: sales training sessions available for salesmen. Printed materials listing product features; training films.
Services: kitchen planning booklets; kitchen and laundry planning service at factory. Color chips and samples available on product colors.
Warranties: guarantees on individual products and parts ranging from one year to ten years. Service provided through extensive distributor and dealer organization.
Demonstrations: distributor home economists and sales counselors available during model home openings, also for post sale demonstrations.

YOUNGSTOWN KITCHENS DIV.*
American-Standard
Warren, Ohio
Kitchens, appliances
Point of sales aids: outdoor sign; 24-sheet posters; light-motion display of dishwasher and food waste disposer; plastic door for dishwasher, showing "live" dishwasher action; complete sales brochure.
Sales training aids: sales aid strip film in color with sound.
Services: color coordination service.
Warranties: one-year service warranty; five-year parts warranty on food waste disposer, one-year parts warranty on dishwasher, with service agreement negotiated between distributor and builder.

Paints, finishes, wall coverings

FABRICON PRODUCTS
Div. of Eagle-Picher Co.
6430 E. Slauson Ave.
Los Angeles 2
Plastic laminate surfacing
Point of sales aids: identification sticker; full-color sales brochure; color ring samples.
Sales training aids: specification data sheets; installation direction sheets.
Warranties: servicing provided through local distributor or applicator on labor and materials. Product meets standards.

FORMICA CORP.
4822 Spring Grove Ave.
Cincinnati 32, Ohio
Laminated plastics
Point of sales aids: labels for attaching to all Formica surfaces; sample colors and patterns; plastic identification signs; handout literature; easel merchandising card.

NATIONAL CHEMICAL & MFG. CO.
3617 S. May St.
Chicago 9
Paints
Point of sales aids: banners for interior use; paint color chart.
Services: engineering department will furnish color specifications upon submission of plans.

PERLITE INSTITUTE
45 West 45th St.
New York 36, N. Y.
Plaster
Point of sales aids: handout brochure; outdoor signs. Additional sales aids and services from Perlite Institute members.

PLEXTONE CORP. OF AMERICA*
Newark, N. J.
Paint
Point of sales aids: outdoor sign; mannequin with sales leaflets.
Sales training aids: indoctrination of realtors' salesmen by company representatives; sales hints; demonstration.
Services: color coordination; decoration advice.
Warranties: one-year guarantee against paint failure.

Plumbing equipment & bathroom accessories

AMERICAN STANDARD*
40 W. 40th St.
New York 18, N. Y.
Plumbing fixtures, fittings and water heaters.
Point of sales aids: outdoor identification sign; product display easel card; two-color post-on stickers; decals.
Sales training aids: sales training films.
Services: "Blueprint for Sales" to help builder plan new home merchandising; specification sheets and literature; bathroom planning manual.

CRANE CO.*
836 So. Michigan Ave.
Chicago
Plumbing
Point of sale aids: outdoor signs, indoor placards and signs.
Sales training aids: booklet, 60 successful selling ideas.

THEODORE EFRON MFG. CO.
6434 S. Wentworth Ave.
Chicago 21
Shower doors and stalls
Point of sales aids: window streamers; color brochure, with specifications and full information; handout sheets; display stands.

GERBER PLUMBING FIXTURES CORP.*
232 North Clark St.
Chicago 1
Plumbing fixtures
Point of sales aids: outdoor signs; sales brochures; consumer hints booklets, and other literature; also pages available through Home Facts Publication Co. of New Canaan, Conn.
Sales training aids: complete catalogue; specially prepared specification binders; special sales promotion personnel help train builder's sales personnel.
Services: engineering help and color coordination.
Warranties: guaranteed against manufacturing defect for one year.
Gifts and prizes: free bathroom set for model home use.

INGERSOLL-HUMPHREYS DIV.*
Borg-Warner Corp.
201 E. Fifth St.
Mansfield, Ohio
Plumbing fixtures
Point of sales aids: outdoor sign.
Services: color coordination.
Warranties: one-year guarantee against manufacturing defects.

KITCHEN MAID, INC.
Bath Maid, Inc.
Andrews, Ind.
Bathroom cabinets
Point of sales aids: brochures, handout sheets and other literature.
Services: planning, decoration advice.
Warranties: guarantees.

KOHLER CO.
Kohler, Wis.
Plumbing fixtures
Point of sales aids: outdoor sign; handout

continued on p. 346

Carlton . . . EVERYTHING THE HOME OWNER HAS ALWAYS WANTED IN A SINK



All over America people planning to build or remodel, now insist on Carlton Stainless Steel Sinks for their kitchens. Why? Because Carlton Stainless Steel Sinks include *all* the features yearned for by generations of housewives—the ones who actually use the sink. Because Carlton Stainless Steel Sinks offer everlasting beauty (not one has ever worn out) and a built-in efficiency that now makes sink chores almost fun.



For the Home Bar

New Carlton size and design. Single or double compartment to occupy smaller counter space. Ideal for home bars, also professional offices and laboratories.

CARLTON—a kitchen luxury priced for all homes

Modern mass production now lets you offer this "Cadillac" among sinks at prices that compare with ordinary enamelled sinks. Exclusive Carlton extras can be offered to your customers at no extra cost. Notice Carlton's greater depth and more generous bowl capacity. Carlton's sparkle finish gleams like pure silver, actually improves with use and blends with every color scheme. A Carlton Sink is as easy to keep spotlessly clean as washing a glass, will never rust, never chip, never crack, never discolor. Carlton Stainless Steel Sinks are made in all standard sizes, single or double bowls, to fit easily into any modern kitchen plan. No custom fitting is required. Distributed by Wholesalers of Quality Plumbing Fixtures Coast to Coast. Write today for Illustrated Catalog 162 and the name of our nearest distributor. SINK DIVISION, Carrollton Manufacturing Company, Carrollton, Ohio.

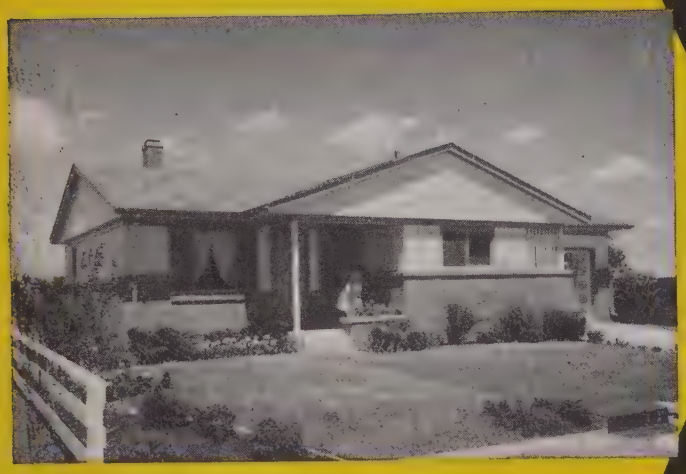
REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

The bright spot in your kitchen

CARLTON STAINLESS STEEL SINKS

Planning to build—*and sell*—

HERE'S HOW BRINGS BIG-TRACT



Buyer-approved home designs set faster sales pace! P&H survey studies eliminate "market guessing," put you on a more profitable footing by giving your prospects the features they really want.



No construction money worries! The industry's most liberal financing plan pays you up to 90% of work done during the 1st, 2nd, and 3rd draw stages. Prompt payments by Harnischfeger Homes Acceptance Corp.



Field-tested merchandising aids help you sell! Complete P&H Open House Promotion Kit gives you hard-hitting sales aids such as flyers, feature signs, streamers, color styling, and furniture package.



Sales counseling experts show you how to close more sales, faster! Harnischfeger's specially trained field men work closely with your staff; help make your operation more efficient, more profitable.

5 to 50 homes next year?

HARNISCHFEGER BENEFITS TO YOU!



Precision engineering, finest materials assure top quality product! Mass purchasing of building materials gives you lowest costs... reduces on-site labor . . . cuts down inventories.



Controlled cost analysis protects your profits! You know your materials and labor costs in advance. You take no chances on unexpected costs with Harnischfeger helping you every step of the way.

Take the headaches out of home building...put the profits *in*... TEAM UP WITH HARNISCHFEGER!

You don't have to expand your staff or increase your investment to enjoy big-tract benefits. Harnischfeger Homes, Inc., with 21 years' experience in serving the 5- to 50-home-per-year builder (as well as larger builders), helps you every step of the way with *substantial* benefits like pretested home designs, project planning advice, liberal financing services, building counsel, cost analysis, promotion, sales counsel—all backed by down-to-earth assistance from one of the best qualified teams in the building industry. It costs you nothing to get the facts. Call, wire or write today!

A few select dealerships are still available in the following states: Wisconsin, Illinois, Ohio, Michigan, Indiana, eastern Minnesota, Iowa, Missouri, and northern Kentucky.

QUALITY P&H HOMES

HARNISCHFEGER HOMES, Inc.
Port Washington, Wisconsin • Phone 611

literature.
Services: kitchen and bathroom planning.

NATIONAL VANITY
163 Avenue A
Bayonne, N. J.
Bathroom vanities
Point of sales aids: brochures, handout sheets and other literature.

THE POWERS REGULATOR CO.
3400 Oakton St.
Dept. 457
Skokie 20, Ill.
Tub and shower control
Point of sale aids: facsimile model as literature holder.
Sales training aids: specification sheet.
Warranties: one-year guarantee.
Special offer: write to The Powers Regulator Co. for information about our special offer of Hydroguard for their model homes.

RHEEM MANUFACTURING CO.
7600 South Kedzie Ave.
Chicago 29, Ill.
Water heaters
Point of sales aids: installation sign; small easel signs; brochures and envelope stuffers; cut-a-way model; heating and air conditioning presentation manual.
Demonstrations: Christopher Altier—Rheem glass blower, available for model homes.

SHOWER DOOR CO. OF AMERICA*
1 Permalume Place, N. W.
Atlanta 18, Ga.
Glass shower doors
Point of sales aids: outdoor signs; postage-paid cards for more specific information; handout literature; double-faced decals; literature; 24-sheet signs at entrance of project; complete sales brochure on subdivision.
Sales training aids: sales literature; attendance at project opening by field representative (two weeks' notice required).
Services: technical bathroom planning.
Warranties: 12-year unconditional guarantee against malfunction, leakage, breakage and defective parts.
Demonstrations: engineers available on two weeks' notice.
Gifts and prizes: door prizes, balloons, book matches; extra discounts to builders.

UNIVERSAL-RUNDLE CORP.*
217 No. Mill St.
New Castle, Pa.
Plumbing fixtures
Point of sales aids: outdoor sign; counter book; counter book for display on water-closet; labels for products; sales brochures; bathroom planning and decorating booklet for new homeowner; award plaques; book matches; color chips.
Sales training aids: specification sheets; training help by company salesmen.
Services: bathroom layouts by Ving Smith.
Warranties: conventional warranty offered by the plumbing industry.
Demonstrations: trained sales personnel available during model home opening.

WASCO PRODUCTS, INC.*
Bay State Road
Cambridge, Mass.
Tub enclosure
Point of sales aids: one-page black and white flyer with space for builder imprint.
Sales training aids: 3-D slides.

YEOMANS BROTHERS CO.
1999 N. Ruby St.
Melrose Park, Ill.
Sewage treatment system
Point of sales aids: motor driven model; cutaway drawings on product sections; hand-out literature.
Sales training aids: check lists for salesmen; indoctrination and training sessions.
Demonstrations: technical personnel for opening week ends.

Prefabricators

ADMIRAL HOMES, INC.*
300 Mt. Lebanon Blvd.
Pittsburgh 34
Point of sales aids: identification and direction signs; full color, loose-leaf catalogues; information sheets; etc.; give-aways (bottle caps, toothpicks, memo pads, notebooks, etc.).
Sales training aids: 20-minute movie on construction; cut-away sections of walls, rafters, etc.
Services: color styling service for interiors (with ARCO Paints, Cleveland). Consumer booklets. Also booklets on care of Admiral Home.
Warranties: one-year performance warranty covers defective materials, workmanship, etc.
Demonstrations: cooperation with local home shows, National Home Weeks, new model openings.

AMERICAN HOUSES, INC.*
S. Aubrey and E. South Sts.
Allentown, Pa.
Point of sales aids: outdoor signs; placards; scale models; black and white and colored renderings; give-away literature; tape recordings; "sold" signs; salesmen identification badges; scale "cut-out" sections of component parts; pennants; door prizes; etc.
Sales training aids: sales training meeting for builder's salesmen prior to model house opening.
Services: complete decorating—color coordination service; planning advice.
Demonstrations: arrangements made upon request.

DUNBAR INDUSTRIES, INC.*
3810 Upton Ave.
Toledo, Ohio
Point of sales aids: outdoor signs; indoor cards and posters; tape recordings; graphic dramatizations; brochures handout sheets and other literature.
Sales training aids: check lists for salesmen; sales training sessions; tape recording with spot broadcast of opening house activity.
Services: color coordination; planning blueprints, decoration advice, color or furnishing hints or advice.
Demonstrations: technical personnel at model house opening.

GBH-WAY HOMES, INC.*
Walnut, Ill.
Point of sales aids: outdoor signs.
Sales training aids: visual aids of building materials used in sliding doors, insulated picture windows, screens, etc.
Service: planning kit, bathroom, storage and garage.
Demonstration: open house assistance by our trained salesmen.
Gifts and prizes: match cover, easy chair gifts at open houses in co-op with dealers.

HARNISCHFEGER HOMES, INC.*
500 N. Spring St.
Port Washington, Wis.
Point of sales aids: sign and identification package; indoor signs; outdoor signs; sales office signs; directional arrow signs; plastic blinker identification signs; plastic streamer pennants; plastic pennant flags; model home brochures.
Sales training aids: check lists for sales talks; professional aid from advertising department.
Services: color coordination and styling kit for each basic model home; furniture package for each model home promotion.
Demonstrations: Harnischfeger technical personnel available for each model home demonstration.

HERITAGE HOMES*
Independent Lumber Co.
19620 Nottingham Rd.
Cleveland 10
Point of sales aids: material for outdoor sign; indoor display; cutaway sections of wall, truss and other structural features; brochures for builder; personalized brochures for larger builders; handouts of brand name suppliers.
Sales training aids: complete specification sheet; 28-minute film available; sales presentation manual.
Services: coordination of contracting, site planning, financing and specialty items.
Warranties: manufacturer's guarantee of house components. Products guarantees by individual suppliers. Subcontractor's service and guarantee of installations.
Demonstrations: manufacturer's representative available for model house openings.

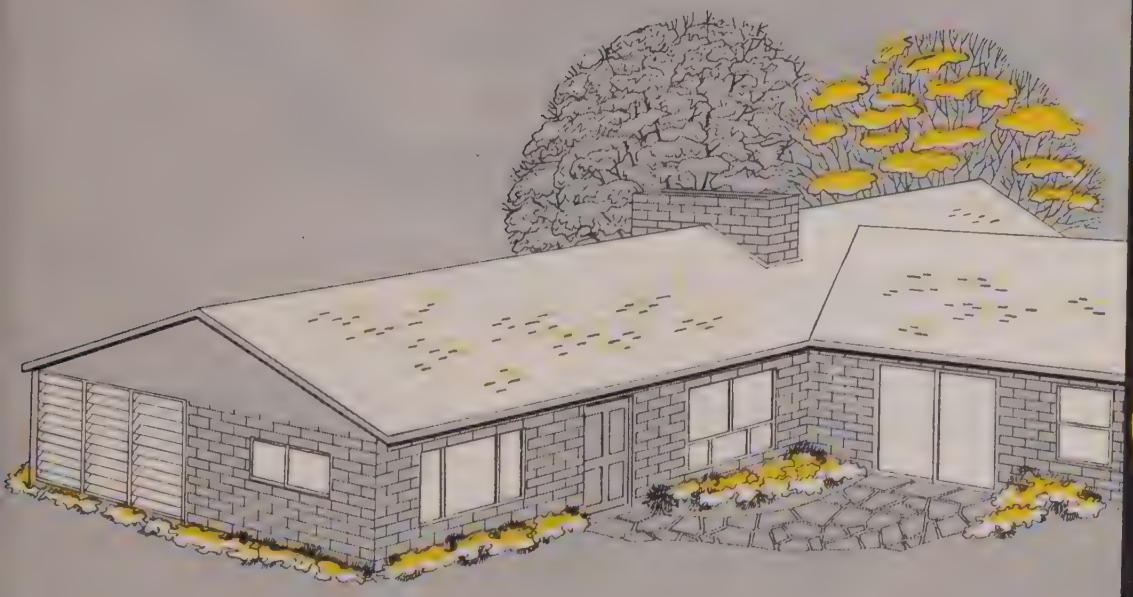
HOME BUILDING CORP.*
303 N. Park Ave.
Sedalia, Mo.
Point of sales aids: outdoor signs; plans of each model; cutaway sections and sample walls; banners; brochures; handout sheets and other literature; cardboard model home.
Sales training aids: check lists for sales talks; sales training sessions for salesmen.
Warranties: certificate of compliance to FHA; manufacturers' guarantees on equipment.
Demonstrations: technical and sales personnel in model homes on opening week ends.

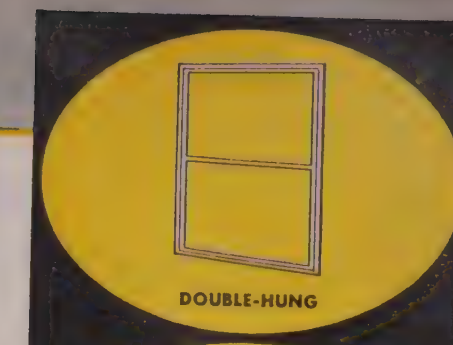
INLAID HOMES CORP.*
501 S. College St., Piqua, Ohio
502 Diller Rd., Hanover, Pa.
Point of sale aids: outdoor sign; interior signs; automatic record player and records; directional arrows; kitchen decorating; outdoor playground model home showing; literature.
Sales training: builder-dealer sales training school sessions held in several areas.
Services: land-finding and site-planning assistance; financing aid, local, through Inland Mortgage Corp. and by 50-day package payment plan; color coordination assistance, assistance in erection.

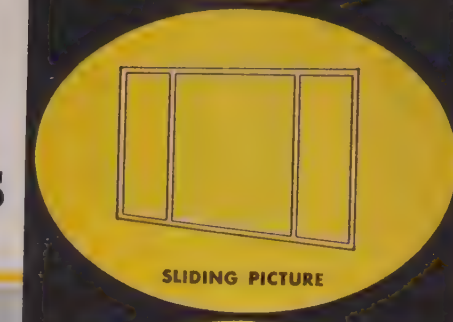
KNOX CORP.*
Thomson, Ga.
Point of sales aids: outdoor identification and directional signs; sales literature; multiprints; reprints of pictorial publicity; and special brochures on Hotpoint kitchens.

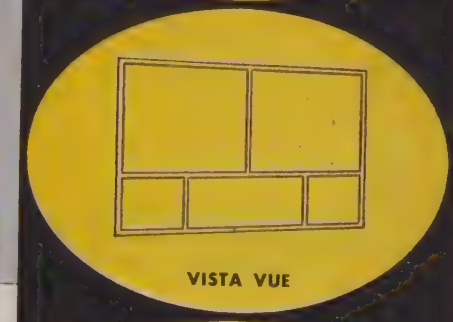
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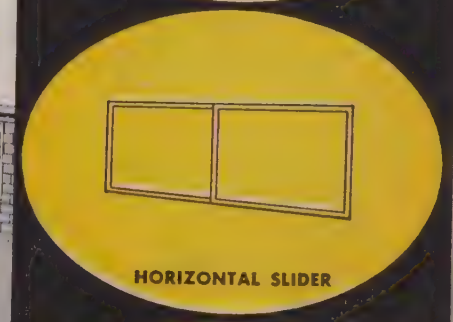
Fully Balanced Line of PRIMALUM Windows and Sliding Doors



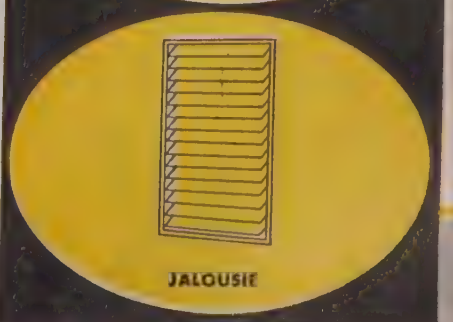












Clean simplicity . . . the bright natural look of extruded aluminum . . . only Primalum windows allow the builder to create window beauty with its wide range of styled units and varied sizes. By combining window arrangements with the Primalum full line, not only can the builder make homes more attractive, increase the quality and reduce the price, but with the same basic plan can individualize his homes to a greater degree. Add appeal to your homes with Primalum windows and glass sliding doors, the *balanced* line that permits unlimited economy, efficiency and versatility.

WRITE FOR FULL INFORMATION

You'll be amazed at the new advanced features that are engineered into Primalum windows. No matter what the type of home you build—no matter where you build you'll want the full proof, free on request. Write for the new 1957 Primalum Catalogue NOW.



PRIMALUM PRODUCTS
Benada, Div. of Textron, Inc.
Nesquehoning, Pa.
Send me the 1957 Primalum Catalogue

Name
Firm
Address
City ..... Zone ..... State .....

I am a Distributor ☐ Builder ☐ Dealer ☐

Send me complete information on the following:

Double Hung ☐ Sliding Picture ☐ Vista Vue ☐ Horizontal Slider ☐ Sliding Door ☐ Jalousie ☐

BENADA DIVISION OF TEXTRON • NESQUEHONING, PA. • PHONE 3911

Special HARBORITE®

specially-resistant to wear, weather and water!

Does the job better than other building materials...lasts longer... competitive in price!



Now it costs no more to build it better! *Special* HARBORITE has a new special purpose core and back..."C" grade veneers...and a single-sided overlay on a solid face. These innovations make a new low cost possible... yet you still get all the benefits of Harborite's famous super abrasion-resistant face. *Special* HARBORITE has a superior painting surface...needs only two coats instead of three...requires less maintenance. *Special* HARBORITE defies grain-raise and checking ...is easier to apply...ideal for exterior or interior. Single-sided *Special* HARBORITE is designed for use where it can be securely fastened to framing. Also available with overlay on both sides at comparable low cost.

HARBORITE *Super-grade*

HARBORITE is now available in two grades...*Special* and *Super.* HARBORITE *Super-Grade* is the original overlaid fir plywood... the leader of its field...famous marine grade plywood with two-sided overlay. Ideal for all jobs that require a solid wood core... "B" grade veneers or better. Perfect for cabinetry, built-ins, doors.

HARBOR
PLYWOOD CORPORATION
Aberdeen, Washington

Sales offices and warehouse stocks in:
Aberdeen · Atlanta · Chicago · Cincinnati · Houston · Indianapolis · Jacksonville

the miracle overlaid
fir plywood...now available in

NEW LOW COST GRADE!



© 1957, HARBOR PLYWOOD CORPORATION

Build it Better...Build it for Less!
Special HARBORITE saves time...saves money!

In addition to the uses illustrated, other uses include Board and Batten Siding, Outside Storage, Work Sheds, Fence Panels, Partitions, Roof Coverings, and many others!

SOLD BY LEADING LUMBER DEALERS

MAIL THIS COUPON TODAY!
HARBOR PLYWOOD CORPORATION
Aberdeen, Washington 4HH

I want to know all about: (check one or both)
☐ *Special* HARBORITE ☐ HARBORITE *Super-Grade*

NAME_____

FIRM_____

ADDRESS_____

CITY_____ STATE_____ ZONE____

Los Angeles • San Francisco • Seattle • Tampa • *other major cities*

Sales training aids: sales representatives will help builder train salesmen.
Services: consultant for color planning and furnishing. Area salesmen help builder at model home opening.
Warranties: one-year warranty.
Demonstration: kitchen appliance representative assists in major openings.

MODULAR HOMES, INC.*
Barrett Sta. and Dougherty Ferry Rds.
Route 13
Kirkwood 22, Mo.
Point of sales aids: identification signs; colored brochures; color slides.
Sales training aids: two-week plant indoctrination program for new salesmen; periodic trips with established salesmen to study sales techniques.
Services: dealer-data file on merchandising and publicity; color coordination; panel and carport design; price schedule; dealer periodical; engineering, FHA and VA aids; basic cost accounting data.

NORTHERN HOMES, INC.*
10 Lacrosse St.
Hudson Falls, N. Y.
Point of sales aids: specification sheets; 44 page catalogue; lists of houses; posters. Sample components, such as windows and doors.
Services: complete plan services for houses not in catalogue.
Warranties: year guarantee against defective materials.

PLACE HOMES, INC.*
1212 S. Walnut St.
South Bend 21, Ind.
Point of sales aids: outdoor sign; "Silent Salesmen" for inside of house; display listing brand names and guarantees; reproductions of elevations and floor plans; taped three-minute sales talk; handout literature, sales kit including samples of options and photographs; outside banners.
Sales training aids: sales schools for salesmen held either at factory or on regional basis; sales outline showing how to answer questions and describe features.
Services: master plot plan; color styling of interior and exterior; furniture arrangement for model house; alternate floor plans; alternate exterior options.
Warranties: booklet explaining maintenance procedure for home buyer; guarantees from Place Homes and brand name suppliers.
Demonstrations: skilled personnel from factory assist in model homes during opening.

SWIFT HOMES, INC.*
1 Chicago Ave.
Elizabeth, Pa.
Point of sales aids: outdoor sign; interior posters; outside banners. Full-color catalogue; business cards for salesmen; full color pictures; advertising matches; blow-ups of erection prints and erection manual; color slides and projector showing complete line of homes.
Sales training aids: model homes on factory site, used as a sales training school; salesman's manual; state representative conducts continuous retraining sessions for salesmen; leads furnished to dealers.
Services: services of engineer and state representative for planning model installations; state representative available for

continued on p. 354



. . . In the future, you'll build more and more homes comfort protected with *REFLECT-O-RAY

Truer words were never spoken, Swami. With insulation materials faced with REFLECT-O-RAY you build in year 'round comfort *at lower cost.* REFLECT-O-RAY combines millions of sparkling aluminum flakes with tough, durable backing paper to produce a highly efficient *heat reflective surface.* Each flake, acting as a tiny mirror, bounces back summer sun to keep homes cool inside—reflects furnace heat, to arrest its escape in winter. REFLECT-O-RAY is a natural "breather" sheet, too, safeguarding against damaging condensation build-up without loss of reflective quality. For *comfort everybody can afford,* ask for, and use insulation materials faced with REFLECT-O-RAY. You'll satisfy *more* customers — *oftener!*

*REFLECTIVE "BREATHER" SHEET FACING FOR INSULATION BLANKETS AND BATTS UTILIZING ON THESE AND OTHER FAMOUS BRAND INSULATIONS:

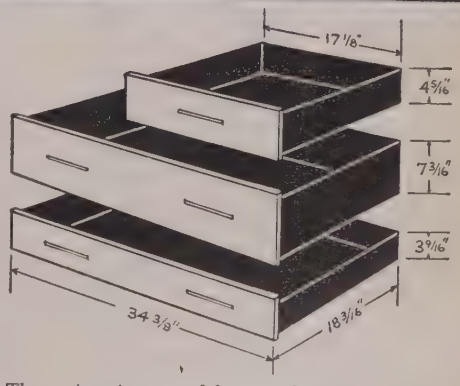
PIGMENTED WITH ALCOA ALUMINUM

Carey · Gold Bond TWINSULATION · Sealed BALSAM-WOOL · JOHNS-MANVILLE JM PRODUCTS · JSM MINERAL FIBER Stud-Pak

REFLECT-O-RAY is an Aluminum Pigmented product of
THE APPLETON COATED PAPER COMPANY
APPLETON, WISCONSIN



Almost any storage requirement can be met with these molded plastic drawers by **Knoll-Drake Products, Inc.** Use them in bathrooms, attics, garages . . . they're unaffected by moisture and most chemicals.



Three sizes in natural lustrous black finish or with fronts finished in wear resistant grey or white. The drawers come ready-to-use . . . no custom fitting required.

Molded phenolic drawers dramatize storage space

Prospective homeowners demand beautiful, functional storage areas. That's why these drawers, molded of BAKELITE Brand Phenolic Plastics, spark interest in your homes . . . providing that luxurious "extra" buyers look for.

Design possibilities unlimited because the range of standard sizes allows you to design almost any shape storage area . . . and you eliminate time-consuming hand fits.

Customer satisfaction assured because the rigid molded phenolic cleans easily, is unaffected by heat or humidity. These drawers are supplied with specially designed slides and built-in drawer stops . . . stylish pulls are available . . . the easiest installation you ever saw!

You can have complete data on molded drawers by writing Dept. WO-78.

BAKELITE BRAND PLASTICS

BAKELITE COMPANY, *A Division of Union Carbide and Carbon Corporation* UCC 30 East 42nd Street, New York 17, N. Y.

The term BAKELITE and the Trefoil Symbol are registered trade-marks of UCC.

save space BEAUTIFULLY...



with Grant folding doors covered in GENERAL vinyl

- **RESISTS** . . . staining and scuffing!
- **WIPES CLEAN** . . . with sudsy cloth!
- **WON'T** . . . support combustion!

General vinyl, produced especially for folding doors and room dividers, comes in a wide selection of colorful patterns and leather-like effects to harmonize with any interior . . . it will fold and flex for years without cracking . . . dirt, grease and grime wash off with just a soapy cloth.

All the advantages of General vinyl are yours in sound resistant Grant folding doors. They truly save space . . . create space beautifully!

GENERAL® PLASTICS
The General Tire & Rubber Company

GRANT FOLDING DOORS . . . A product of the
GRANT PULLEY and HARDWARE CORPORATION
Flushing 54, N. Y. • Los Angeles 21, Calif.

THE GENERAL TIRE & RUBBER COMPANY
PENNSYLVANIA DIVISION • JEANNETTE, PENNA.

Please send complete information on Grant folding doors.

Name_____

Address_____

City_____ Zone_____ State_____



SALES SECRET:

NEW FIRE-PROOF CLAPBOARD

Newest siding sales feature for homes—beautiful clapboard of fireproof asbestos and cement. Ruberoid's exclusive Duroc® finish seals in color beauty, seals out dirt. Autoclaving guarantees against shrinkage for permanent tight fit. Tell buyers sidewalls can't rot or wear out, need almost no maintenance. Make your homes easier to sell with new Ruberoid Autoclaved Clapboard.

SPECIFICATIONS:

Av. Approx. Wt/Sq	195 lbs
Pieces/Sq	39
Bundles/Sq	3
Size	8¾" x 48"
Exposure	7¾" x 48"
Headlap	1"

Colors: Sno-White, Mist Green, Shell Coral, Cloud Gray and Canary Yellow.

RUBEROID

AUTOCLAVED CLAPBOARD

ASPHALT AND ASBESTOS BUILDING MATERIALS

For more information, ask for Autoclaved Clapboard folder #1359.
Write The Ruberoid Co., 500 Fifth Avenue, New York 36, N. Y.



openings and continued counsel.
Warranties: on the spot service by local dealer, as well as a factory guarantee of materials.
Gifts and prizes: attractive bronze plaques are presented to dealers reaching their sales quota, and gift for the salesman making the most sales in each dealership eligible for the plaque.

THURO BILT HOMES*
Fairbury, Ill.
Point of sales aids: outdoor signs; indoor cards and posters; cutaway drawings of sections; banners; streamers; brochures; handout literature; spotlights for night showing; follow-up cards.
Sales training aids: check lists for salesmen; periodic sessions for sales force and builders.
Services: color styling; planning best models for builder's market; decoration advice; color styling kits; financing and mortgage aid (interim and final papers); aid in land development.
Demonstrations: sales and technical personnel in model homes on opening week ends.
Gifts and prizes: balloons; pencils; postcards; co-sponsorship of contest.

THE THYER MFG. CORP.*
2857 Wayne St.
Toledo 9, Ohio
515 E. Yazoo St.
Jackson, Miss.
Point of sales aids: "open" signs; "open" arrows and banners in strings; "sold" signs; catalogue of complete line; individual catalogue sheets; accordion fold cards; colored photographs for wall display; model stickers; salesmen badges; 45 RPM records.
Sales training aids: 8-page booklet on how to make a model home showing a success.
Services: field representatives will assist builders in planning local advertising and model home showings.
Gifts and prizes: balloons in assorted colors.

UNITED STATES STEEL HOMES*
Charlestown Road
New Albany, Ind.
Point of sales aids: merchandising kits; outdoor sign; easel cards; directional arrows; identification signs; handout brochures.
Sales training aids: training aid manual; script list; indoctrination and training courses at factory.
Services: color coordination by Howard Ketcham; special decorating service for model homes; land planning; financial program; market research services; trained merchandising staff to assist in special promotions; advertising and sales promotion programs; publicity, national and local.
Warranties: year's warranty on factory package; product service representatives in field.
Demonstrations: instructions for using hostesses or technical personnel in model house opening.

WRIGHT HOMES, INC.*
Post Office Box 289
Durham, N. C.
Point of sales aids: outdoor sign; brochures

continued on p. 358

Vacu-FLO®
BUILT-IN
VACUUM SYSTEMS
Outstanding Attraction
FOR MODEL HOME PROMOTIONS

Just plug feather light hose into wall inlets.





No machine to lug —no cord to tug.

Super powered vacuum producer and receptacle mounted out of living area.



HUNDREDS OF BUILDERS SAY:

"VACU-FLO IS BIGGEST HIT IN BUILT-INS . . . PROVIDES MORE SALES POWER".

Builders everywhere are experiencing high-level interest with Vacu-Flo installations and are providing a built-in appliance with exciting appeal to home buyers. Time after time builders have told us they fully believe Vacu-Flo was the one feature that hurried the sale. Perhaps Vacu-Flo will keep you ahead of competition too . . . We'll be glad to show you how prominent builders are using Vacu-Flo profitably.

$100.00 FOR YOUR MODEL HOME LOCAL ADVERTISING PROMOTION

The Vacu-Flo cooperative plan includes a useful promotion kit plus $100.00 for local advertising costs when you qualify your Vacu-Flo installation under our special model home builders offer.

H-P PRODUCTS, INC., DEPT. H, LOUISVILLE, OHIO

Please send me Vacu-Flo information and model home promotion offer.

Name _____ Title _____
Builder's Name _____
Address _____
City _____ Zone _____ State _____

Gold Bond *TWINSULATION* helps sell this HOME-A-RAMA PRIZE WINNER



The Westmor, Briarcliff Manor, Westchester County, New York



"Lower heat bills make sales sense," says Arthur Radice of Radice Construction Co., White Plains, N. Y., the builder of this $38,650 prize winner in the 1955 Home-A-Rama. "My customers know they'll be warmer in winter, cooler in summer—*and save on fuel*—with Gold Bond Twinsulation!"



"Blankets are rigid enough to go up fast," say Cy Leighton and Lee Unger, partners in Richlee Insulation and Sales Co., Mamaroneck, N. Y., applicators on this fine job. "The rock wool is sealed to the inside of Twinsulation—it's easier to handle. *We save money on labor and cut waste, too."*



Builders and applicators like these three men know how Gold Bond Twinsulation works for them while they're building—*and when they're selling!* Comfort and savings sell whether it's a custom or development house. For the full story on what Twinsulation® can mean in your own sales picture, see your Gold Bond® representative or write National Gypsum Company, Dept. HH-47, Buffalo 2, New York.



OPERATION Better Your Living HOME IMPROVEMENT

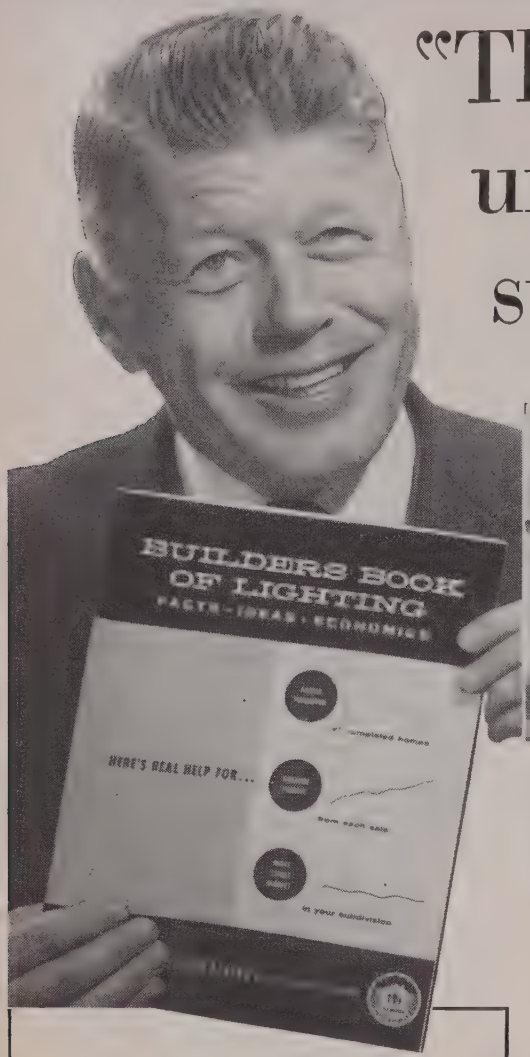
ROCK WOOL INSULATION

NATIONAL GYPSUM COMPANY

Gold Bond
BUILDING PRODUCTS

Take it from Frank Croonquist—**GENERAL ELECTRIC'S NEW "BUILDERS BOOK OF LIGHTING" IS . . .**

"The finest, most easily understood book on structural lighting"





Who's Frank Croonquist? He's a partner in Shervic and Croonquist Builders of Sunland, California. He builds Light for Living into their $17,500 homes. And he says, "*In one week of showing, the lighting in our model home drew rave comments from every single visitor.*"

Mr. Croonquist used ideas from "The Builders Book of Lighting," including a full 19 feet of valance lighting and lighted mantels using two 8-foot G-E Fluorescent Lamps. On that score, he says, "The detailing was easy to follow. Because instructions are simple and clear, we had no problem achieving the results we were after."

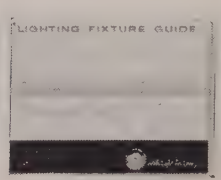
You can use Light for Living to increase the sales appeal of your homes. And you'll find that the Builders Book of Lighting helps you make Light for Living a powerful selling feature at surprisingly low cost.

GET YOUR COPY OF THIS HELPFUL BOOK!

It's Included In G-E's New "Builders Kit On Lighting". . . which also contains:



"How To Decorate And Light Your Home"—a book in full color, that popularly sold at **$6.75**



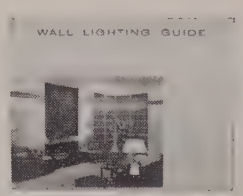
"Lighting Fixture Guide"—for selecting the right fixture for the right place.



"See Your Home In A New Light"—a booklet of tested recipes that create Light for Living.



"Light For Living . . . Outdoors"—how to light yards and gardens for more family enjoyment.



"Wall Lighting Guide"—that shows, in full color, how wall lighting adds beauty and saleability to homes.



"Dimming Systems"—a handy guide to the economical installation of dimming systems.

In addition, there's a useful little folder on suggested "Selling Sentences" for builders and real estate salesmen showing homes that have Light for Living. You get all this material for only $1.00 by mailing the coupon below. So, act now!

GENERAL ELECTRIC

SEND THIS COUPON WITH $1.00 TODAY!

General Electric Company, Large Lamp Dept. HH-4
Nela Park, Cleveland 12, Ohio

Please send me_____Builders' Kits at $1.00 each.

LIVE BETTER ELECTRICALLY

NAME_____

STREET_____

CITY_____ ZONE_____ STATE_____



Daylight Research House, Ann Arbor, Michigan. Architect: Harris Armstrong, A. I. A., Kirkwood, Missouri. Decorator: Marian Quinlan, Chicago, Illinois

Pella

SEE HOW THESE NATURAL WOOD PELLA FOLDING DOORS harmonize with the walls, floor, ceiling, and furnishings of this room. And PELLA DOORS contribute to over-all excellence of room design, too—you can close for privacy, open to create attractive spaciousness. Handsome veneers of birch, pine, oak and Philippine Mahogany are available. Easy-to-install, doors are factory assembled, and come complete with all hardware.

WOOD FOLDING DOORS

ROLSCREEN COMPANY
Dept. I-58, Pella, Iowa
Please send literature featuring PELLA WOOD FOLDING DOORS.



FIRM NAME

ADDRESS

CITY ZONE STATE

ATTENTION MR. TEL. NO.

and four color "fly" sheets; "appointment request" cards.
Services: color coordination, decoration advice, suggested furniture placement.
Sales training aids: sales training sessions with builder-dealer and sales personnel.
Warranties: guaranteed conformance with specifications; call-back by builder 30 days after occupancy; continuing servicing facilities available from builder.
Demonstrations: sales and/or technical personnel at model home opening.

Roofing, siding & flashing

ARMSTRONG CORK CO.*
Building Products Div.
Lancaster, Pa.
Roof-deck sheathing
Point of sales aids: identification cards; roof-deck table display with sample; consumer booklet.
Sales training aids: booklet lists important sales points in kitchen, heating, roof, neighborhood, financing, etc. (Available only to builders who use Temlok Roof-Dek.) Product films.

THE CELOTEX CORP.
120 South LaSalle St.
Chicago 3
Asphalt shingles
Point of sales aids: mounted samples; color selector with roof, sidewall and trim color combinations; demonstrator.

CREO-DIPT COMPANY, INC.
North Tonawanda, N. Y.
Shingles and shakes
Point of sales aids: outdoor signs; indoor color board; colors on shake sections.

JOHNS-MANVILLE SALES CORP.
22 East 40th St.
New York 16, N. Y.
Asbestos siding
Point of sales aids: display plaque, brochure.
Warranties: registration certificates, certificates of application.

JONES & BROWN, INC.
Grant Building
Pittsburgh 19, Pa.
Aluminum siding, asphalt siding
Point of sales aids: outdoor sign; paper streamers; color posters for outside or inside use; cutaway section of the siding in display case; varied color sales brochures.
Sales training aids: sales point list.
Warranties: factory registration.

MASONITE CORP.
111 W. Washington St.
Chicago
Exterior siding
Point of sales aids: outdoor signs; demonstration displays; samples.
Literature: envelope stuffers.

RED CEDAR SHINGLE BUREAU
5510 White Bldg.
Seattle, Wash.
Red cedar shingles, shakes
Point of sales aids: brochures, handout sheets.

THE RUBEROID CO.
500 Fifth Ave.
New York 36
Roofing, asbestos siding
Point of sales aids: indoor easel back sign

continued on p. 362

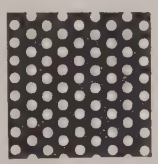


. . . combine Beauty and Utility in the modern home with

H&K Perforated Metals

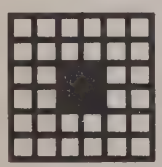
H & K Perforated Metals can be . . .

Sheared to size on the job or precut to size or shape





Furnished with margins



Furnished with unperforated areas

Many finishes can be ordered in steel — chrome plated, enameled, Japanned or other baked-on finishes; aluminum — color anodized or brushed and lacquered finish.

Among its many uses H & K perforated metals are utilized in:

Acoustical panels in ceilings
Room dividers and partitions
Grilles in doors for ventilation
Cabinet ventilators
Heating and air conditioner duct grilles
Decorative railings
Decorative entries
Radio speakers and HI-FI systems
Decorative trim—valances, etc.
Portable and built-in furniture
Lighting fixtures
Ceiling, wall and floor coverings using perforated tile and inset

Harrington & King perforated metals can be used effectively in today's home to combine utility with beauty for purposes of concealment, acoustics, ventilation or for decorative purposes. Thousands of different H & K perforated patterns are available, providing the architect, builder and contractor with the largest selection obtainable for his particular use. (Illustrations of patterns and technical information can be found in H & K General Catalog No. 62.)

Perforated steel sheets in many patterns are carried in stock in thicknesses ranging from 16 to 26 gauge; widths from 30″ to 42″; lengths up to 10′. (Details are given in H & K stock list brochure.)

Perforated sheets can be ordered in steel, aluminum or other metals to sizes and finishes required.

FILL IN AND MAIL COUPON TO NEAREST H & K OFFICE

THE Harrington & King PERFORATING CO., INC.

Chicago Office and Warehouse
5677 Fillmore St. • Chicago 44, Ill.

New York Office and Warehouse
104 Liberty Street • New York, N.Y.

Please send me ☐ GENERAL CATALOG NO. 62
☐ STOCK LIST OF PERFORATED STEEL SHEETS

NAME _____ TITLE _____
COMPANY _____
STREET _____
CITY _____ ZONE _____ STATE _____



Gerald B. Cox, Architect. H. George Schloemer, Builder

Pella

HANDSOME IN EVERYTHING BUT PRICE,

PELLA MULTI-PURPOSE WINDOWS can create a striking focal point for both interior and exterior elevations. These windows feature all-aluminum and stainless steel hardware. Self-storing inside "storms" when specified. Wood or aluminum frame screens. Exclusive GLIDE-lock underscreen operator at no extra cost. 15 fixed and vented window sizes are all compatibly proportioned.

WOOD MULTI-PURPOSE WINDOWS

ROLSCREEN COMPANY
Dept. I-60, Pella, Iowa

Please send literature on PELLA MULTI-PURPOSE WINDOWS.

FIRM NAME

ADDRESS

CITY ZONE STATE

ATTENTION MR. TEL. NO.



this brand name on lumber also brings you...

A WIDE CHOICE OF species...grades...items

Modern builders find they save both time and expense by taking advantage of the wide variety of Weyerhaeuser 4-Square Lumber species, grades and items to serve their needs in the field of light construction.

With a broad choice of major species from the West Coast and the Inland Empire regions, Weyerhaeuser 4-Square Lumber also offers the advantages of precision milling, scientific kiln-drying, accurate finishing, and correct grading —with interchangeability of species for many uses.

More and more, builders rely on lumber products bearing the Weyerhaeuser 4-Square brand name, knowing how proper grading, careful manufacturing, and kiln-seasoning pay off at their job site. Weyerhaeuser methods of manufacture improve the worth of the lumber product to the builder. Through the Weyerhaeuser 4-Square Lumber Dealers he is assured a supply which can serve a variety of structural and finishing needs.

Added to these advantages is the widespread consumer acceptance of Weyerhaeuser 4-Square products—developed through many years of national advertising. This well-known 4-Square symbol aids builders in attracting customers and closing sales.

WEST COAST HEMLOCK—one of the variety of species—is often called the "Ability Wood" because it is so versatile, serving dependably for framing and sheathing as well as for flooring, siding, molding, and other finish uses.

WEYERHAEUSER
4-SQUARE

WEYERHAEUSER SALES COMPANY • ST. PAUL 1, MINNESOTA



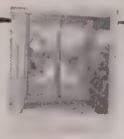
B. Krauss, Architect

Pella

ATTRACTIVE AND VERSATILE, PELLA CASEMENT WINDOWS can be used in an infinite number of combinations to enhance room design. Home buyers will appreciate screens that roll up and down! PELLA Dual Glazing, the self-storing storm window stays in place the year 'round. Or, insulating glass optional. Wood-lined, steel frames combine beauty and rigidity.

WOOD CASEMENT WINDOWS

ROLSCREEN COMPANY
Dept. I-59, Pella, Iowa
Please send literature on PELLA CASEMENT WINDOWS.



FIRM NAME

ADDRESS

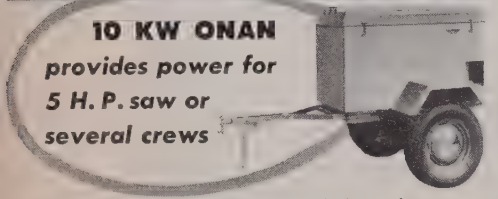
CITY ZONE STATE

ATTENTION MR. TEL. NO.

What sizes of ONAN Portable Electric Plants are best for your jobs?

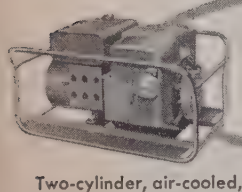


10 KW ONAN *provides power for 5 H. P. saw or several crews*



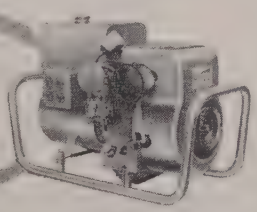
Powered by two-cylinder, air-cooled gasoline engine. Available housed and with trailer as shown. Similar model in 7½ KW capacity.

5 KW ONAN *for crews on 3 or 4 homes*



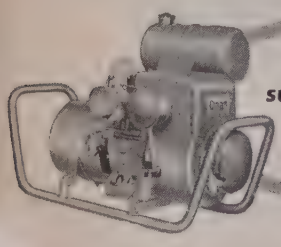
Two-cylinder, air-cooled, gasoline engine. 4 plug-in receptacles. With carrying frame, on dolly, or with plain base. Also in 3,500 watts A.C.

2 or 2½ KW ONAN *powers electric tools for 2 crews*



One-cylinder, gasoline engine. 4 plug-in receptacles. With carrying frame, dolly-mounted or plain base. 2,500-watt unit weighs only 139 pounds.

1 or 1½ KW *supplies power for single crew*



Compact, lightweight. One-cylinder, gasoline engine. With carrying frame, rubber-tired dolly or plain base. Also 500 and 750-watt models.

Onan portable electric plants combine 4-cycle quick-starting and long life with compactness and lightweight. Completely Onan-built, with Onan short-stroke engines and Onan generators. Other models to 50,000 watts.

Write for portable plant folder or see your Onan distributor.

D. W. ONAN & SONS INC.
3401 Univ. Ave. S. E., Minneapolis 14, Minn.

Services: complete color scheme set up for exterior color styling. Color schemes originated by color consultant for side walls, trim, front door, awnings or shutters, entrance paving and outdoor furniture.
Warranties: five-year written warranty against blowoffs.

Structural & masonry material

CALIFORNIA REDWOOD ASSN.
576 Sacramento St.
San Francisco 11
Lumber
Point of sale aids: booklet of garden ideas.
Services: technical files for builders, landscape architects, interior decorators.

CARR, ADAMS & COLLIER CO.
Dubuque, Iowa
Millwork
Point of sales aids: indoor cards and posters; motor driven display; models showing construction of cabinets; cutaway drawings of products; brochures; handout sheets and literature.
Sales training aids: films on windows and cabinets; cabinet training school for builder's personnel.
Services: selection of stains for finishing products.
Warranties: guarantee of products, prompt attention of any product failure.
Demonstrations: dealer's personnel available for demonstrating products.
Gifts and prizes: pencils.

NICHOLS WIRE & ALUMINUM CO.
1725 Rockingham Road
Davenport, Iowa
Aluminum nails
Point of sales aids: folders; display certificate.

THE SILCREST CO.
100 Thomas St.
Wausau, Wis.
Millwork
Point of sales aids: decalcomanias for windows and glass-paned doors, window stickers, brochures.
Sales training aids: presentation books; brochures on technical points.
Demonstrations: company personnel available to assist in selected showing of model homes.
Gifts and prizes: Wash-n-Dri packets available at selected showings.

SOUTHERN PINE ASSN.
P. O. Box 1170
New Orleans
Lumber
Point of sales aids: illustrated wall charts; 20-page "Home Buyers' Guide."
Sales training aids: pamphlet, "How to Sell the Hidden Quality You Build Into Your Home."
Services: brochure on various ways of finishing southern pine paneling.

STRUCTURAL CLAY PRODUCTS INSTITUTE
1520 18th St., N.W.
Washington 6, D. C.
Brick and structural tile
Point of sales aids: metal lawn signs; salesmen's lapel buttons; four-color consumer brochure; display card featuring consumer magazine ad reprints.
Sales training aids: "The Minneapolis Story"—a case history.
Gifts and prizes: two-color match covers.

continued on p. 366

Design More Kitchen in Less Space with... Davis



Efficiency Kitchen Units for Any Application!

Architect and builder alike find in the complete Davis line tremendous opportunities for unlimited kitchen design. Davis flexibility provides the answer to a compact kitchen for apartment, motel, recreation room, institution or office. Sensibly priced, DAVIS units offer a new, sound merchandising tool for the aggressive builder!



Left: Model DL 39 SS (Electric refrigerator-Sink Combination). Combines with conventional range for 60" kitchen . . . or without top for built-in installation.

Right: Model 242 SE (2-burner Electric Stove-Sink-Refrigerator). Efficient kitchen for very small space.

Write Today! Our descriptive literature gives full details.

Davis
PRODUCTS COMPANY
Niles, Michigan



A VERY IMPORTANT PART OF EVERY HOME'S FASHION PICTURE—

the practical luxury of **KENTILE**® cork tile helps you make that sale faster!

Yes, discriminating homemakers everywhere prefer glamorous Kentile cork tile for living rooms, bedrooms and baths. Why? They know this luxurious flooring, with its rich, random nut tones, is truly the essence of high fashion. They know, too, it's the safest, most comfortable of all resilient floors . . . and it stays fresh looking through years of hard wear.

What's more, through dramatic full-color, full-page advertising in the Ladies' Home Journal, The Saturday Evening Post, House Beautiful, House and Garden, and Better Homes and Gardens, Kentile cork tile (KenCork®) is really presold for you. Ask your local Kentile Flooring Contractor for details. He's listed under FLOORS in your Classified Phone Directory. Kentile Inc., Brooklyn 15, N. Y.

TODAY'S SMARTEST FLOORS WEAR KENTILE

KENTILE FLOORS

AVAILABLE IN CORK • RUBBER • VINYL ASBESTOS • SOLID VINYL • CUSHION-BACK VINYL • ASPHALT TILE . . . OVER 150 DECORATOR COLORS

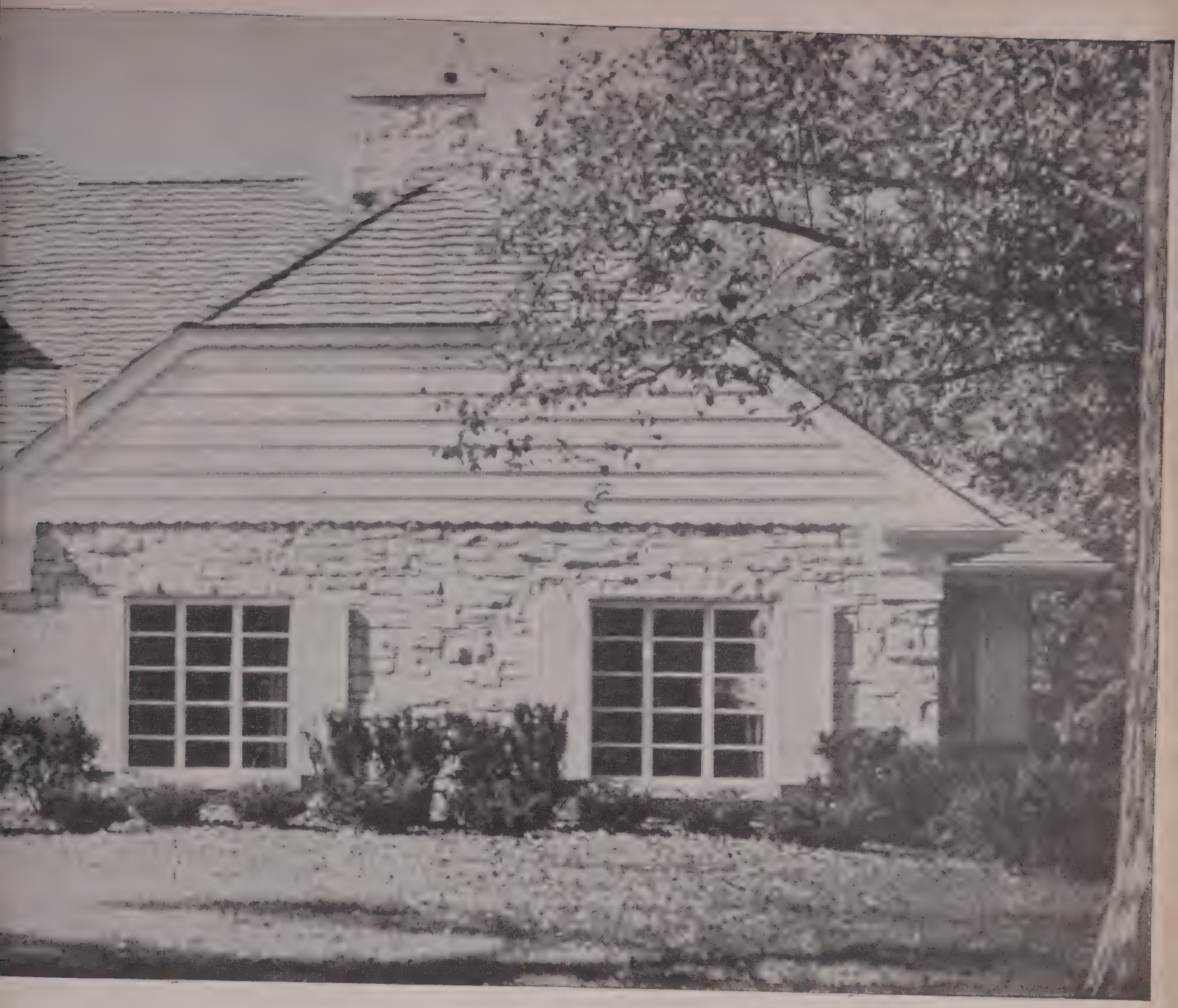
A pleasing distinction is given to this lovely residence in River Forest, Illinois, by a variety of window treatments. But whatever the style of window, it is framed in sturdy, durable steel, painted to match the light-hued woodwork. R. H. Maiwurm, Architect; Louis R. Castiglia, Builder.



Outstanding feature of this modern home in Washington, D.C. is its window wall—set in frames of steel. Because steel is so strong, it is able to support large areas of glass with slender, inconspicuous frames. Aubinoe, Edwards & Beery, Architects; Aubinoe Construction Co., Builder.



In this cottage, a fixed picture window is flanked by casement-type windows. Thanks to steel's rigidity and its freedom from warping, these casement windows will stay easy to open and close for many years of service. And occasional painting will keep them good-looking for the life of the house.



Give your homes greater salability with windows made of steel!

Whatever type of house you build, you'll find that steel windows will blend with the architectural style. They lend themselves to a variety of window treatments, and they become an integral part of the house. And steel windows add to the salability of houses because they are so popular with prospective buyers. Home owners like the strength and durability of steel windows; they appreciate their smart good looks, their freedom from warping and the ease with which they can be painted to match exterior and interior color schemes.

You will find that steel windows are economical to buy . . . easy to handle and install. Because they are so strong, steel windows require no special handling precautions.

For more than forty years United States Steel has been supplying window manufacturers with special rolled sections of high-grade open-hearth steel. You can be sure when you buy windows made of steel that you are getting a quality product, one that will give years of service in the finished house.

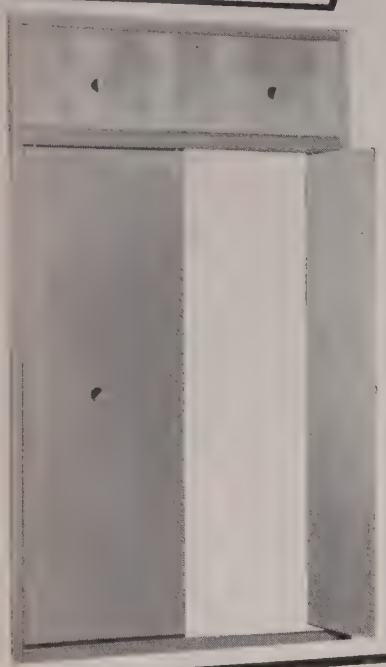
UNITED STATES STEEL CORPORATION, PITTSBURGH • COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO
TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA. • UNITED STATES STEEL EXPORT COMPANY, NEW YORK

USS STEEL FOR WINDOWS

USS

UNITED STATES STEEL

"LABOR SAVER" CLOSET FRONT



JUST SET IN PLACE COMPLETELY ASSEMBLED
(Including 1¼" x 2½" Fir Jambs)

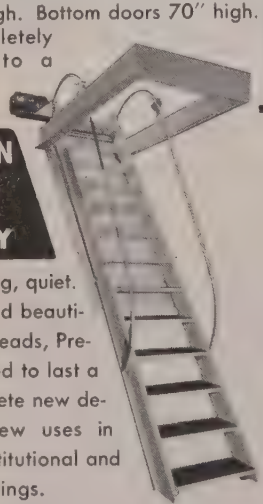
DOORS —folding type both top and bottom ¾" SOLID CORE with reinforcing strips on back. Available in White Pine, Ponderosa, Birch or Lauan veneer.

ALUMINUM TRACK —NYLON BEARINGS at top and bottom of all doors assure perfect alignment and operation at all times.

INSTALL IN 20 MINUTES —designed so one man can install by nailing 4 cleats to studs, plumbing front and setting up 6 wood screws.

2 SIZES—49½" wide x 91½" high and 25½" wide x 91½" high. Bottom doors 70" high. PACKED—completely assembled 1 to a carton.

PUSH BUTTON automatic ELECTRIC STAIRWAY



Smooth operating, quiet. It's big, wide and beautiful. Eight inch treads, Precision engineered to last a lifetime. Complete new design. Many new uses in commercial, institutional and residential buildings.

WRITE FOR COLOR BROCHURE

PRECISION PARTS CORPORATION
400-HH N. 1st St. Nashville 7, Tenn.

Please send me prices and complete information on your

☐ Closet Front Stairway ☐

Name_____

Address_____

City_____ State_____

WESTERN RED CEDAR LUMBER ASSN.
Seattle, Wash.
Lumber
Sales training aids: sound slides; booklet on how to sell, on three weeks' notice.

Walls, ceiling & partition materials

ARMSTRONG CORK CO.*
Floor Div.
Lancaster, Pa.
Walls
Point of sales aids: identification cards; tape recordings individually recorded; descriptive literature; color schemes containing flooring samples, paint and wallpaper samples, upholstery and floor covering samples.
Services: color coordination for model home; color coordination services for individual home buyers. Sample floor program for model homes. Decoration advice for complete interiors, including furnishing hints and suggestions.
Sales training aids: product information, including maintenance suggestions. Training films for builder's salesmen.

BLUE RIDGE GLASS CORP.
Kingsport, Tenn.
Patterned glass
Point of sales aids: brochure for builders.

GEORGE C. BROWN & CO., INC.
Greensboro, N. C.
Cedar closet linings
Point of sale aids: two-color stand-up easel with 24 tear-off sheets of cartoons and preprints of ads and booklets.

CONSOWELD CORP.
700 Hooker St.
Wisconsin Rapids, Wis.
Walls; counter tops
Point of sales aids: window streamers; color-guide book; sample display board; handout literature; give-away key chain; installation labels; 2' x 3' banner.
Sales training aids: movie on manufacture; strip film on sales potential; instructions on bathtub shower wall; installation brochures.
Services: architectural engineering services; installation specialist assistance.

GENERAL ELECTRIC CO.*
Coshocton, Ohio
Laminated surfacing
Point of sales aids: outdoor signs, large counter and wall displays; sample chips; counter displays with sample chips; color selector display boards. Sweet's reprint, illustrating complete line; folders illustrating patterns and colors that match appliances; use and care folder.
Sales training aids: technical specification sheets; installation and application techniques.
Services: color designers available for large builders; *House & Garden's* color matching.
Gifts and prizes: pencils, match covers, eyeglass tissues and other premiums available at low cost.

JONES & BROWN, INC.
Grant Building
Pittsburgh 19
Plastic wall tile
Point of sales aids: banners and streamers for inside or outside use, electric signs, sample kits, color brochures.

continued on p. 370

Glamour ALUMINUM SLIDING GLASS DOORS



The finest doors you can offer - yet they
COST YOU LESS!

COMPLETE WEATHER CONTROL UNDER ALL CONDITIONS


HEADER DETAIL


TIGHT WEATHER SEAL

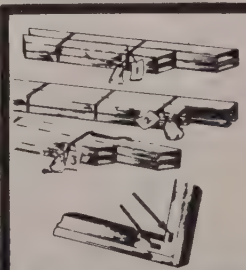

ADJUSTABLE BALL BEARING ROLLERS

GLAMOUR Aluminum Sliding Glass Doors not only look like expensive custom units — *they include all custom quality features!*

In addition, GLAMOUR is the builders' dream... easy installation, trouble-free performance, lasting satisfaction!

But your big surprise comes when you price GLAMOUR. Compare its quality . . . feature for feature! When you do, your choice will be for GLAMOUR, too —like so many other leading builders.

WRITE FOR SPECIAL PRICES TO THE BUILDING INDUSTRY



Only GLAMOUR offers "Organized Packing" Saves time and labor. Each panel, complete with its own hardware, is individually wrapped within 1 master carton.

Only GLAMOUR offers "color coding". To assemble—simply match the color coded part corners.

GLAMOUR GLASS WALL-DOR CORP.
434 W. Chicago Ave. Chicago 10, Illinois

Gentlemen: DEPT. HH4

Please send complete details about GLAMOUR Aluminum Sliding Glass Doors and Special Builder Prices.

Name_____

Company_____

Address_____

City_____ State_____

I am a ☐ Bldr. ☐ Dist. ☐ Other



Cut an extra slice of profits for yourself...with Consoweld countertops in your model homes

There's nothing like a glamorous kitchen to make prospects drool about your homes—and reach for their fountain pens to sign on the dotted line.

That's no news to you. What may be news is that Consoweld is one of the best glamor-building materials you can use for countertops—in both kitchens and bathrooms.

As you know, Consoweld is a laminated plastic—the type you find on kitchen counters, dinette tables, and finer furniture everywhere. The difference is that Consoweld comes in a broad range of colors and patterns that have been thoroughly consumer-preference-tested. What we mean is that Consoweld has that intangible customer appeal that helps build Ohs and Ahs when they see your homes.

Consoweld is highly resistant to heat, wear, scuffing—even cigarette burns. It wipes clean with the swish of a damp cloth. It's available in standard panels as large as the Consoweld-exclusive 51 by 144-inch size—big enough for an unbroken 12-foot counter with a 51-inch island. It's ideal for either new homes or remodeling jobs. It's beautiful, salable, and profitable.

Consoweld is widely used by well-known builders. Among these are J. R. Bracey, Bralei Homes, North Little Rock; R. P. Watt, Frontier Homes, Sacramento; C. E. Collins Sons, Springfield, Mass.; and J. R. Shaffer, Jacksonville, Fla., who uses Consoweld in kitchens and bathrooms in his national-magazine-design homes.

For full details about Consoweld colors, patterns, sizes, and applications, and name of nearest distributor, mail the coupon. We'll send you the information promptly.

CONSOWELD®
LAMINATED PLASTIC

Consoweld Corp., Wisconsin Rapids, Wis. HH-47

Please send information for builders, and name of nearest distributor.

☐ Also send, free, samples of newest marble patterns.

Name_____

Company_____

Address_____

City_____ State_____

Please check: ☐ Builder ☐ Architect ☐ Other_____

What makes a home



Time was when a house was made of brick, lumber and glass. Today a house is made of brick, lumber, glass and BRANDS. If it isn't, then it will probably never be a home. For BRANDS have become the standard for the American public. Today's consumer is at home with the BRANDS he has come to know, come to trust, come to look for. Whose roof? Whose bathroom? Whose heating? Whose insulation? Whose flooring? Whose range? These are questions that prospects are asking and that the progressive builder can answer with ease . . . his homes have the quality and appeal of BRAND names. He knows what makes a home BRAND new!

The Saturday Evening Post has built more brand names than any other magazine in America . . . especially in the building field. The outstanding companies listed here are continually keeping prospects aware of their BRAND names through the pages of the Post.

BRAND new?

Current advertisers of building and related products in the Post

Admiral Corporation
Airtemp, Div. of Chrysler Corporation
Allegheny Ludlum Steel Corporation
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American Kitchens, Div. Avco Mfg. Corporation
American Radiator & Standard Sanitary Corporation
Anchor Post Products, Inc.
Armco Steel Corporation
Armstrong Cork Company
Armstrong Furnace Company
Autoyre Company, The, Sub. of Ekco Products Company
Belden Mfg. Company
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Culligan, Inc.
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Easy Washing Machine, Div. of The Murray Corp. of America
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Reardon Company, The
Republic Steel Corporation
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Sherwin-Williams Company, The
Show-House
Simpson Timber Company
Speed Queen, Div. of McGraw-Edison Co.
Standard Dry Wall Products, Inc.
Sutton, O. A., Corporation, The
Thermador Electrical Mfg. Company
Universal Atlas Cement Company, Sub. of United States Steel Corporation
Westinghouse Electric Corporation
Weyerhaeuser Sales Company
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Wheeling Corrugating Company
Wilhelm, A., Company
Wiremold Company, The
Yale & Towne Mfg. Company
York Corporation

The Saturday Evening POST
A CURTIS MAGAZINE

America reads the Post

specify...Cabot's

colorful stains



Cabot's Ranch House Hues used on this house in Vancouver, Canada. Architect: C. B. U. Van Norman, Vancouver.

cost only ½ as much as paint

Cabot's

RANCH HOUSE HUES®

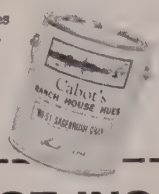
To bring out the natural beauty of wood siding, shingles and trim, specify and use these stain finishes because they

- **blend homes beautifully into the landscape**
- **are easy to apply by brush or spray**
- **won't crack, peel or blister**
- **give years of protection**
- **can be used on all types of wood, new or weathered**

18 attractive, modern colors to choose from including Mimosa Yellow, Spruce Blue, Mariposa Redwood, Cameo Pink.

A quality product from Cabot Laboratories ...manufacturing chemists since 1877

Samuel Cabot



SAMUEL CABOT INC.
430 Oliver Bldg., Boston 9, Mass.

Please send color card on Ranch House Hues

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MASONITE CORP.
111 W. Washington St.
Chicago
Interior wall paneling
Point of sales aids: samples; handout literature; posters; envelope stuffers.

RESOLITE CORP.
Zelienople, Pa.
Translucent fiber glass panels
Point of sales aids: displays; how-to-do-it literature; material samples.

RODDIS PLYWOOD CORP.
Marshfield, Wis.
Plywood
Point of sales aids: identification stickers; national advertising reprints in easel form for display purposes; brochures.
Warranties: lifetime guarantee against delamination and structural defects.

STYLON CORP.*
Milford, Mass.
Wall tile
Point of sales aids: signpost; ad mats; counter card; samples; floor pattern book.
Services: color coordinate books by Carmen Graham, Miami decorator. Available from distributors.

TILEMASTER CORP.
4400 N. Harlem Ave.
Chicago 31
Plastic wall tile
Point of sales aids: 3D slides of kitchens and bathrooms; display books for color selection; brochures; indoor posters.
Services: installation instruction sheets; color coordination service.
Warranties: Guarantee of quality.

UNITED STATES PLYWOOD CORP.
55 West 44th St.
New York 36
Plywood
Point of sales aids: indoor display cards.
Warranties: wall material is guaranteed for the life of building. Specimen guarantees for plywood walls and doors are also available.

VENTAIRE CO.
Box 5098
Tulsa, Okla.
Aluminum awning materials; corrugated fiber glass sheet; bath and tub enclosures.
Point of sales aids: brochures, handouts.

WALL TRENDS, INC.
390 Rockaway Ave.
Brooklyn 12, N. Y.
Wall coverings
Point of sales aids: brochures; handout literature; sample mural with point of purchase message.
Sales training aids: five-minute movie of NBC Home Show on two-week notice.
Services: color coordination, decoration advice.
Demonstration: demonstrator to apply murals.

WASCO PRODUCTS, INC.*
Bay State Road
Cambridge 38, Mass.
Structural sheet plastic
Point of sales aids: one-page black and white flyer with space for builder imprint.
Sales training aids: 3-D slides.

continued on p. 374



FOR ALL FUELS

VITROLINER offers Architects, Project Builders and Building Contractors MORE FLEXIBILITY, CHOICE, SELECTION, QUALITY and MORE SPECIAL FEATURES than any "prefab" on today's market.

VITROLINER offers MORE TYPES of Chimneys—Type "E" and "L", for ceiling or basement installation. It offers MORE FLUE SIZES for the one CORRECT size, the heating plant requires. There is also MORE permanent basic engineering—and MORE QUALITY MATERIAL, time-tested, tried and proven successful, for over fifteen years.

The Chimney is MORE COMPLETE—Tailor-made to fit the individual job—no cutting or fitting—packaged and shipped direct from the factory. The "KD" Knocked-Down complete Housing Package is MORE quickly shipped from nearby Vitroliner Distributors and Dealers.

VITROLINER IS SPECIFIED AND PREFERRED BECAUSE OF THESE SPECIAL FEATURES—

- **LOWEST INSTALLATION TIME.**
- **SAVES FLOOR SPACE IN UTILITY ROOM.**
- **LIGHTWEIGHT—10-15 LBS. PER FT.**
- **TAILOR-MADE FLUE HOUSING AND ROOF FLASHING.**
- **CHOICE OF FLUE DIAMETERS—6", 7", 8", 10" AND 12".**
- **PROVIDES ATTIC VENTILATION.**

LISTED BY UNDERWRITERS LABORATORIES FOR ALL FUELS. APPROVED BY BUILDING AUTHORITIES.

EXCEEDS F.H.A. AND V.A. MINIMUM CONSTRUCTION REQUIREMENTS.

Write for circular today.

TRADE MARK REGISTERED
VITROLINER
the Superior Flue

CONDENSATION
ENGINEERING CORPORATION
3511 W. POTOMAC AVE., CHICAGO 51, ILL.

JOHN WOOD

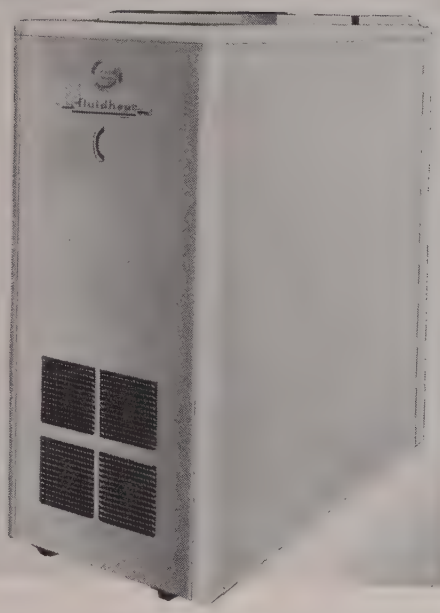
fluid heat
AUTOMATIC HEATING EQUIPMENT

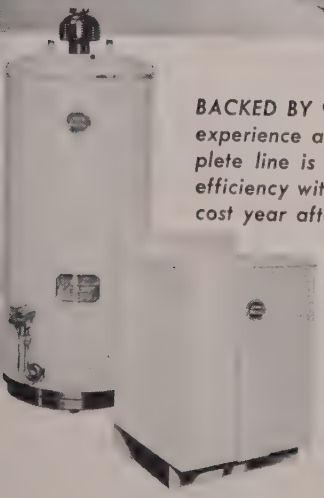
America's Finest Automatic Heating Equipment for Every Heating Need

A Complete Line
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WARM AIR FURNACES
Models Factory Wired and Assembled
BURNER BOILERS
Steam and Hot Water
COUNTER-FLOW FURNACES
For Down-Flow Heating
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120 Gal./hr. Recovery
CONVERSION BURNERS





BACKED BY 90 years of precision manufacturing experience and engineering know-how, this complete line is designed to give maximum heating efficiency with low installation and low operating cost year after year.

JOHN WOOD

Automatic
Gas and Electric
Water Heaters

Give Lowest Cost per Gallon. Glass-lined and Galvanized Upright and Tabletop Models in Sizes to Meet Every Hot Water Need.

WRITE TODAY for complete information and engineering assistance in specifying equipment that provides maximum efficiency, lowest operating cost and trouble-free service. Find out how you can get a handsome Home Plan and Specification Presentation Case.

fluid heat HEATING — JOHN WOOD QUALITY PRODUCTS SINCE 1857 — fluid aire COOLING

JOHN WOOD COMPANY
Heater and Tank Division
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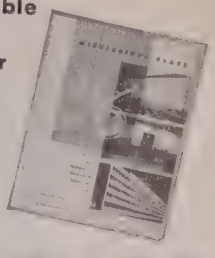


MISCO WIRE GLASS WEAVES A WEB OF WONDER

The handsome diamond pattern in Misco Wire Glass combines beauty and strength. Obscure Misco, employed to screen this area, provides ever-shifting highlights of interest and interplay of shadow. It floods the setting with diffused daylight . . . yet protects privacy.

The distinctive, diamond-shaped, welded wire netting strengthens the entire structure . . . offers additional protection against breakage . . . enhances the surface pattern of the glass. Stronger than ordinary glass and with an innate beauty all its own, Misco Wire glass offers endless opportunities for the protection and decoration of the modern home.

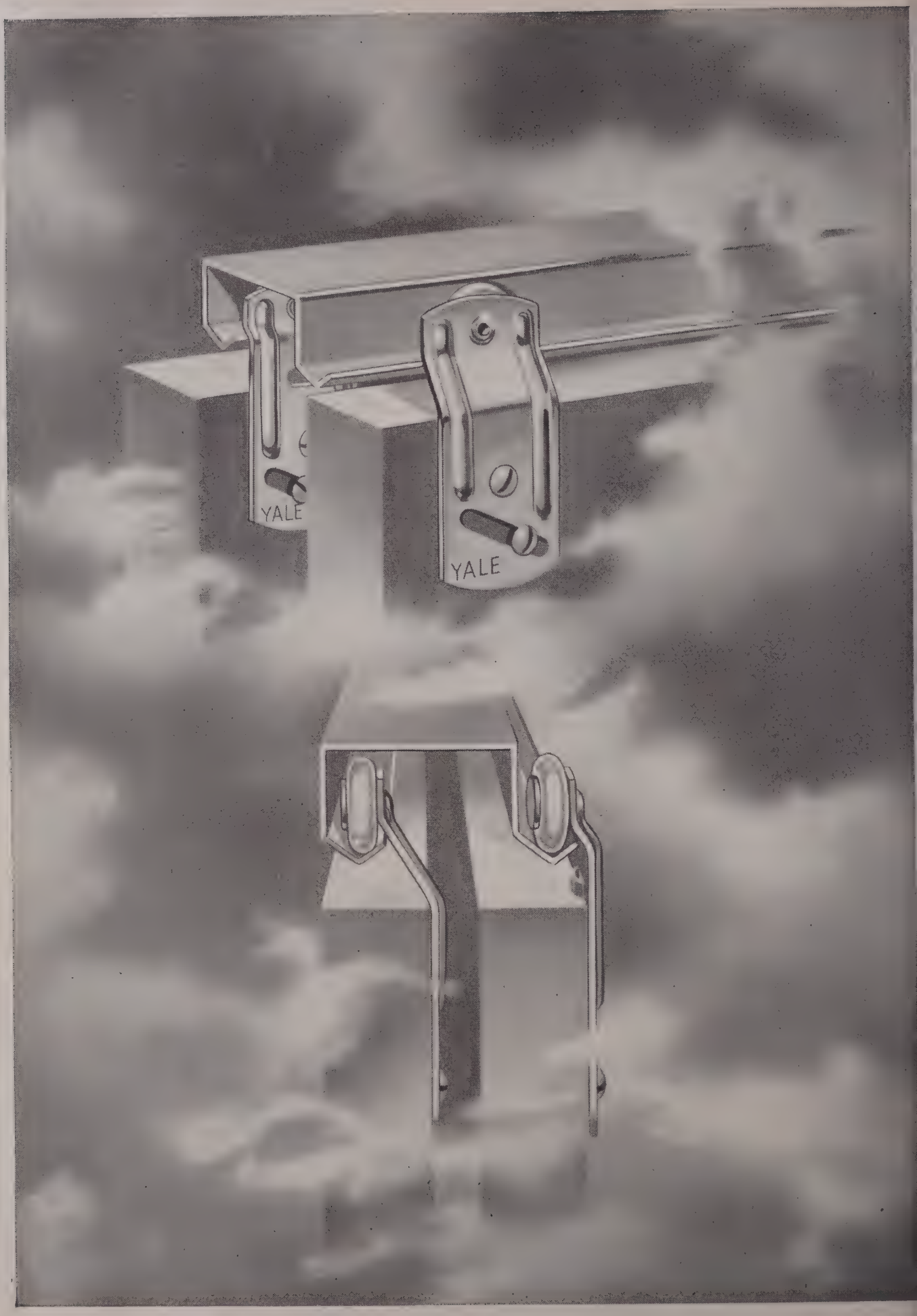
Make daylight a part of your plans in your building program. Specify glass by Mississippi. Available in a wide range of patterns and surface finishes at better distributors of quality glass



Write today for free catalog.
Address Dept. 9.

MISSISSIPPI
GLASS COMPANY

88 Angelica St. • St. Louis 7, Missouri
NEW YORK • CHICAGO • FULLERTON, CALIFORNIA


YALE
YALE

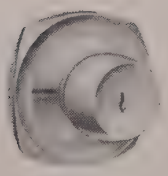
TO DAZZLE HOME BUYERS—
LOOK TO YALE!



NEW!
FLOATS ON AIR

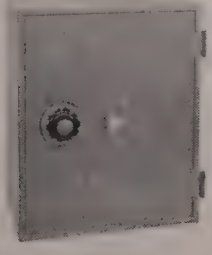
YALE *Steeline*

SLIDING DOOR HARDWARE



TWO MORE NEW YALE DAZZLERS!

Yale Brandywine (above)—this season's key-in-knob design sensation: premium-lockset quality and style at lowest price ever. Yale Home Safe (below)—guaranteed fire-insulated. Wall model fits between studs; floor model, into joists. 9"D x 16"H x 12¾"W.



For ¾", 1⅜" standard door thicknesses

When home shoppers see *your* model home—make it a magic carpet ride for them! Give them the little miracles of convenience and efficiency that close sales. For instance: new Yale Steeline Sliding Door Hardware—latest item created by Yale to make the builder's life easier. Steeline is low-priced...easy to install...works so smoothly, effortlessly it seems to float on air. As for details: heavy-gauge steel track and hangers; nylon wheels (they'll last a housetime!); lengths for 4, 5, 6 and 8-foot door openings; one hanger size to fit both ¾" and 1⅜" doors. Suggest you investigate Yale Steeline now!

For today's big doings in locks and hardware—LOOK TO YALE!

YALE & TOWNE

The Yale & Towne Manufacturing Co., Lock & Hardware Div., White Plains, N. Y.

YALE—REG. U. S. PAT. OFF.

ZONOLITE CO.
135 S. La Salle St.
Chicago 3
Vermiculite
Point of sales aids: job sign.
Warranties: lifetime guarantee; FHA certificate; 100% fireproof certificate.

Miscellaneous

BESSLER DISAPPEARING STAIRWAY CO.
1900 E. Market St.
Akron 5
Disappearing stairways
Point of sales aids: wall chart and catalogue showing complete line and specifications; envelope stuffers.

INTERNATIONAL SWIMMING POOL CORP.
65 Court St.
White Plains, N. Y.
Swimming pools
Point of sales aids: outdoor sign; four-color window posters and inside signs; four-color brochures; envelope stuffers; postal cards.
Sales training aids: facts folder; outlining specific advantages.
Services: engineering advice on special pool installation problems.
Warranties: supplied with pool.
Demonstrations: dealer representative at model home opening.

THE MAJESTIC CO., INC.
Huntington, Ind.
Incinerators
Point of sales aids: wall banners; electric wall or counter flasher signs; flasher signs for installation on units.
Sales training aids: specification sheets; informative booklet on use.

PROTECTION PRODUCTS MFG. CO.
2305 Superior Ave.
Kalamazoo, Mich.
Water repellents
Point of sales aids: window banners; consumer literature for handout and/or display.
Sales training aids: representatives available for technical clinics or meetings; strip film or slide presentations can be made by these representatives.
Services: specifications for builders and architects.
Demonstrations: representatives may be available at model houses at opening week ends providing there are no conflicting dates.

WHITNEY SEED CO., INC.*
599 Perry St.
Buffalo 5, N. Y.
Lawn seed mixtures
Point of sales aids: outdoor lawn sign; handout literature with or without builder's name.
Sales training aids: 80-page manual, "ABC's of Lawn Preparation and Maintenance."
Services: lawn maintenance tips mailed to new home owners in season; free service and advice on lawn questions to homeowners; homeowner's lawn record provided to home buyer.
Special seeding plan: lawn seed will be provided free of charge for use on model home lawn, providing builder completes more than 20 homes during the year using Whitney Lawn Seed./END



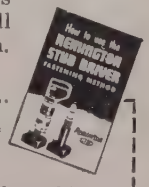
California contractor estimates:

Time and labor costs cut 75% with the Remington Stud Driver

Out on the California coast, "Research House" has taken shape. It's an experimental house sponsored by Associated Architectural Publications and the latest tools have been used to build it—such as the Remington Stud Driver.

Contractor Bert Pickney says, "The Stud Driver cuts time and labor costs around 75% in anchoring beam supports, partition sills and furring to concrete. It took us only half a day to install the sills—a 2-day job with bolts. No pre-drilling is necessary, and sills are set tight! I certainly recommend the Stud Driver to any contractor!"

YOU CAN SPEED ALL STUD FASTENINGS—light, medium and heavy-duty—with the Remington Stud Driver. It sets *both* ¼" and ⅜" diameter studs in steel or concrete—up to 6 studs a minute either size. The tool is cartridge-powered, portable, ready to work *anywhere*. Forty styles and lengths of Remington Studs to choose from. Get full details by mailing coupon.



Remington

DUPONT

STUD DRIVER

Industrial Sales Division, Dept. H.H. 4
Remington Arms Company, Inc.
Bridgeport 2, Conn.

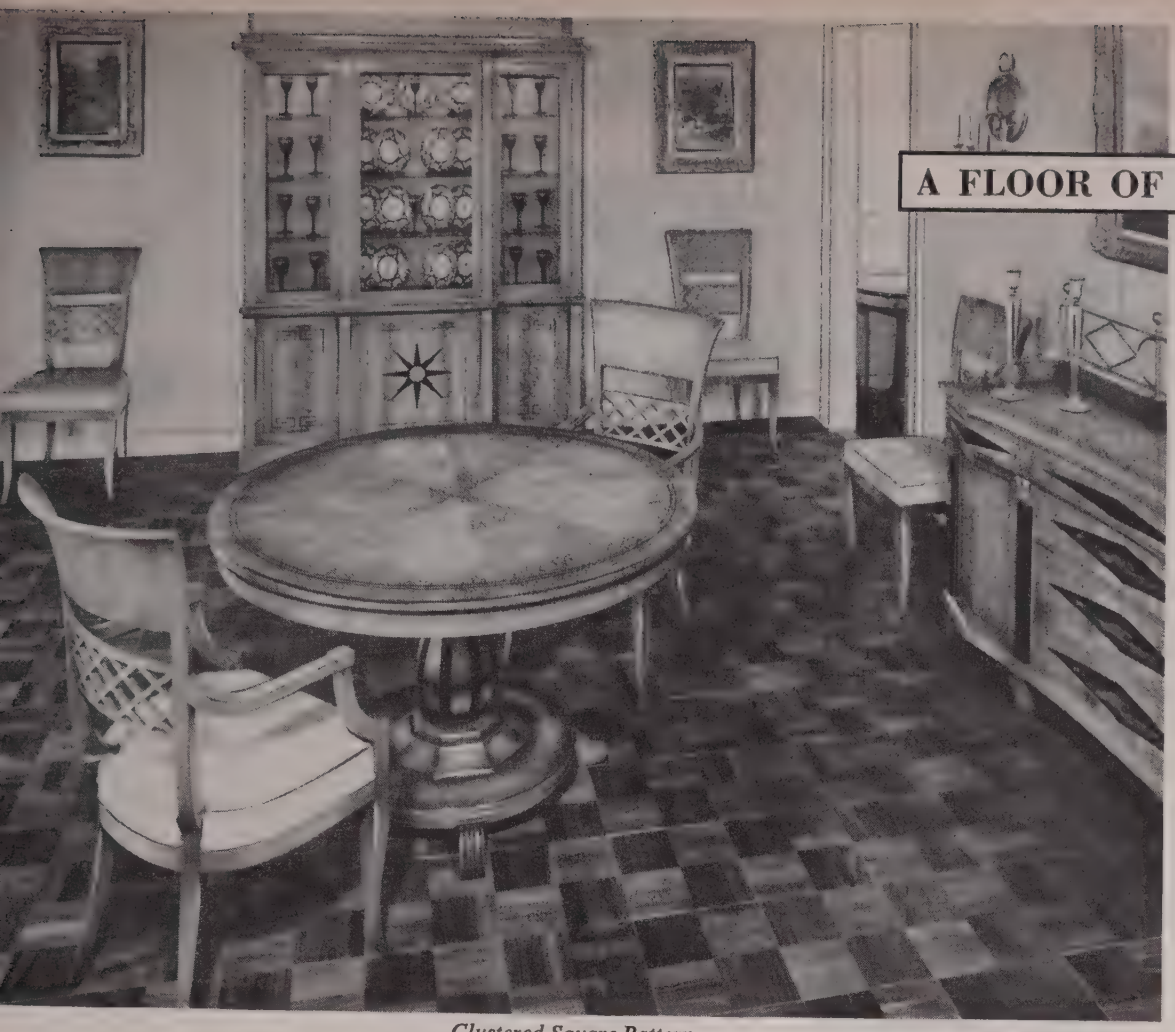
Please send me your free booklet which shows how I can speed the job and save with the Stud Driver.

*Name*_____ *Position*_____

*Firm*_____

*Address*_____

*City*_____ *State*_____



Clustered Square Pattern

A FLOOR OF LASTING BEAUTY!

Wood-Mosaic's Clustered Square Pattern Hardwood Flooring provides added luxury to any home . . . traditional or modern. It is practical in every respect and combines beauty with lifetime durability. You will delight in its warmth of color and richness of detail. Clustered Square is priced to give you a parquetry hardwood floor within your building budget.

Factory assembled and pre-finished with Wood-Mosaic's new, amazing Diamond Lustre finish, Clustered Square is shipped to your construction site ready for easy installation. Available in a variety of woods. Consult your nearest dealer or write direct to:

Wood-Mosaic
PARKAY Division
LOUISVILLE, KENTUCKY
Maker of the World's Finest Hardwood Flooring since 1883

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adds low cost distinctive beauty . . .

IMPROVES
any fireplace!

Helps SELL ANY HOME!



THERMO-RITE
fireplace enclosure

. . . with heat tempered, free swinging glass doors . . . fits any fireplace. Striking beauty compliments every decor!

- **for comfort** . . . radiates heat quickly, evenly through heat tempered glass!
- **for safety** . . . stops smoke, sparks, gives complete control of fire. Burn wood, coal or gas!
- **eliminates** . . . floor drafts, dirt, heat loss!

NOW . . . . . AVAILABLE AT COST to builders who will display Thermo-Rite Fireplace Enclosures in their model homes.

Write **TODAY!**

THERMO-RITE MFG. CO.
DEPT. HH457 AKRON 9, OHIO
Canadian Plant — 134 Hartzel St. St. Catherines, Ontario

NOW! TEXTURED WOOD "SLIDE-N-FOLD" DOORS

Jamaica-Dors

The complete line of **Decorator Styled Space Saving** closet door units

Available in both "Bypassing" & "Slide-N-Fold"



Jamaica-Dors Are Trouble-Free and Easy to Install

A quality product of fine wood with selection of 6 decorator styled panels including WOODWOVEN and TROPICAL LOUVRES. All panels have excellent distributed VENTILATION and are available in 6 color choices, and a wide range of opening sizes. Carton packed, including hardware.

Write Today for FREE, Fact-Filled Folder!
Dealer & Distributor Inquiries Invited.

YETTER HOMES, INC. Box 505, SAVANNAH, GA.



Shure-Set®

anchors furring strips to masonry —as if by magic!

Fastening into masonry and concrete is simple with SHURE-SET. Just a few hammer blows and the drive pin is set straight and true. No bend, bounce or buckle. SHURE-SET eliminates the danger and annoyance of concrete nails. No drilling, filling, or plugging as with other fastening methods.

SHURE-SET drives like a nail, holds like an anchor. Does a 15-minute job in 30 seconds! Save your time, temper and money. Get SHURE-SET for every job involving masonry and concrete.

It's worth looking up the SHURE-SET dealer in the yellow pages of your phone book, listed under "TOOLS —RAMSET". Or write for free new catalog.

Shure-Set Trademark
HAMMER-IN FASTENING TOOLS
PATENTS PENDING
BY THE MAKERS OF Ramset® PRODUCTS

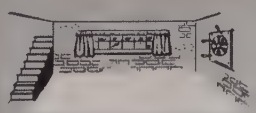
Ramset Fastening System
WINCHESTER-WESTERN DIVISION
OLIN MATHIESON CHEMICAL CORPORATION

12161-D BEREA ROAD • CLEVELAND 11, OHIO

FOR



PATIOS



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MADE WITH
Acrypolyrene

NEW FAST DRYING

LUMINALL

CONCRETE FLOOR PAINT

DRIES DUST-PROOF IN 40 MINUTES!

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- ALKALI RESISTANT
- NONFLAMMABLE
- NO SPECIAL WASHES
- ONE COAT COVERS
- WEARS LIKE IRON

Decorates and preserves interior and exterior concrete floors, patios, primed wood porches and decks. Dries dust-proof in 40 minutes, walk-proof in an hour, traffic-proof overnight! Fast, easy application with brush, roller, floor brush. No special washes or etching needed. Nonflammable! Eight popular colors that wear like iron, last for years!

FREE COLOR CHARTS

Featuring Luminall Concrete Floor Paint, Satin Luminall and Ready-To-Use Luminall for walls, ceilings, trim; Outside Luminall for exterior masonry, asbestos shingles and siding. Write today!

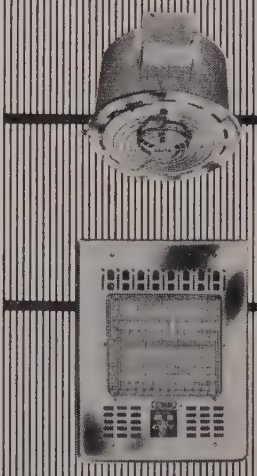
LUMINALL PAINTS Dept. 57U, 3617 So. May St., Chicago 9, Illinois

Newark 5 • Los Angeles 1 • Dallas 7

BUILDERS! CONTRACTORS!

NEW MARKEL-LASALLE

MODEL HOME INSTALLATION OFFER!



USE **SAFE, CLEAN ELECTRIC HEAT**
In Your Model Bathrooms-
Costs Less to Install, too!

CEILING RADIANT HEETAIRES
with Exclusive Completely Sheathed Element and "Plug-In" Installation!
Series 280 • 1000 to 1250 Watts

RADIANT Wall Insert HEETAIRES
Low Cost Automatic & Manual Heaters
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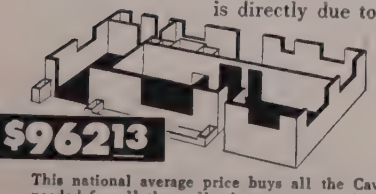
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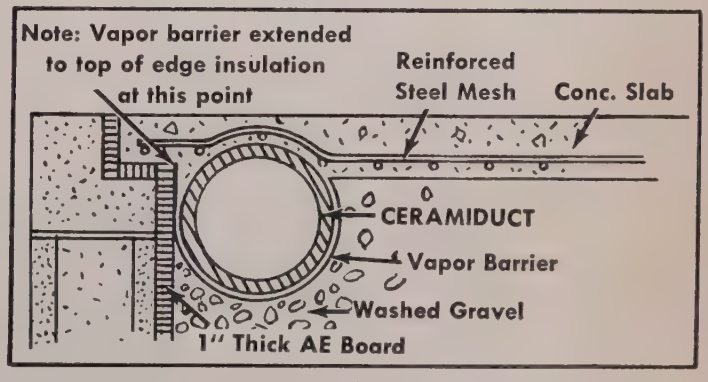
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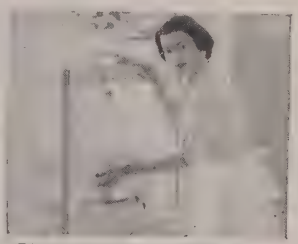
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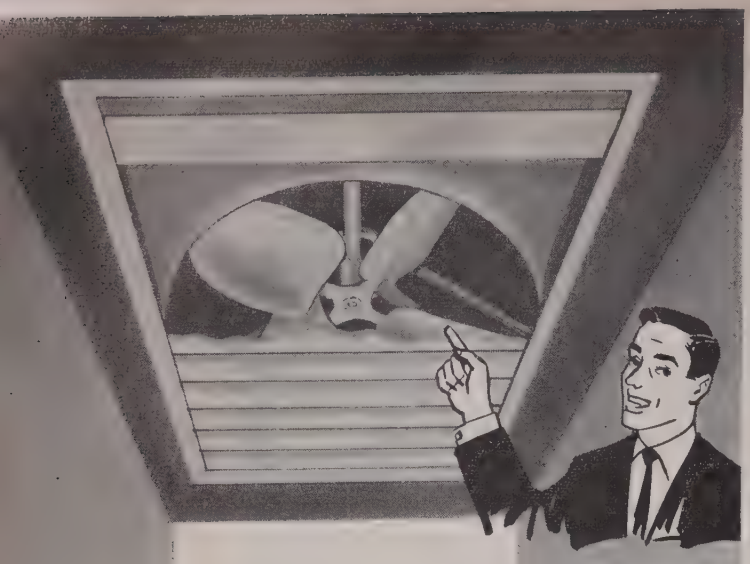
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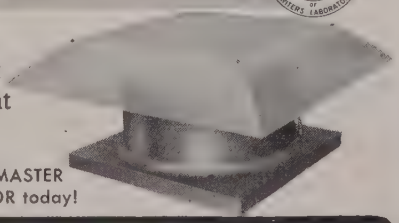
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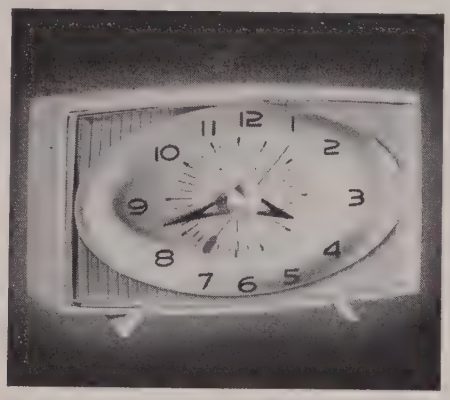
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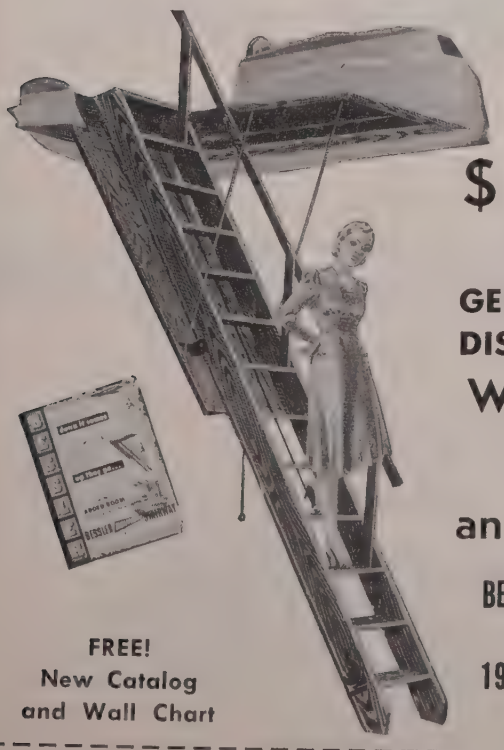
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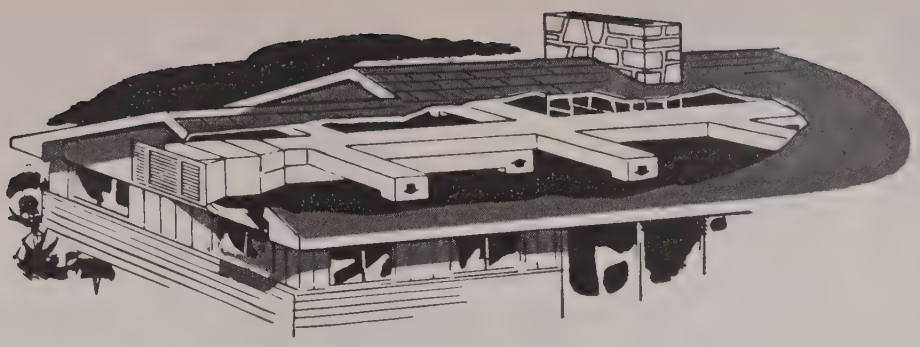
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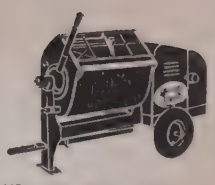
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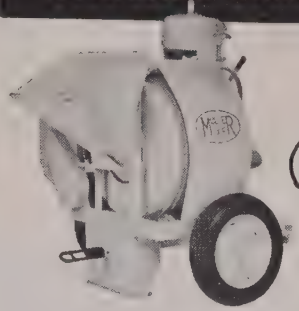
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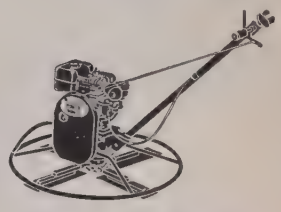


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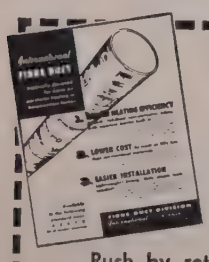
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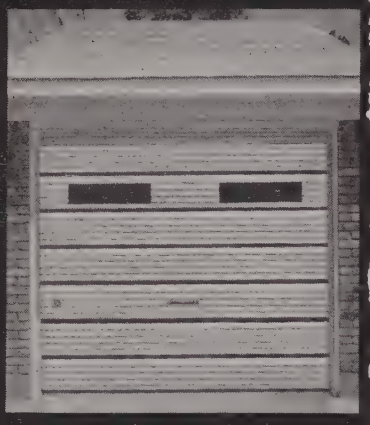


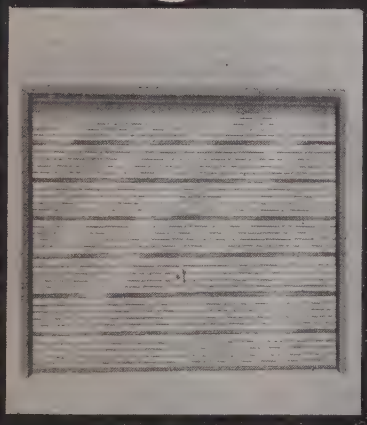
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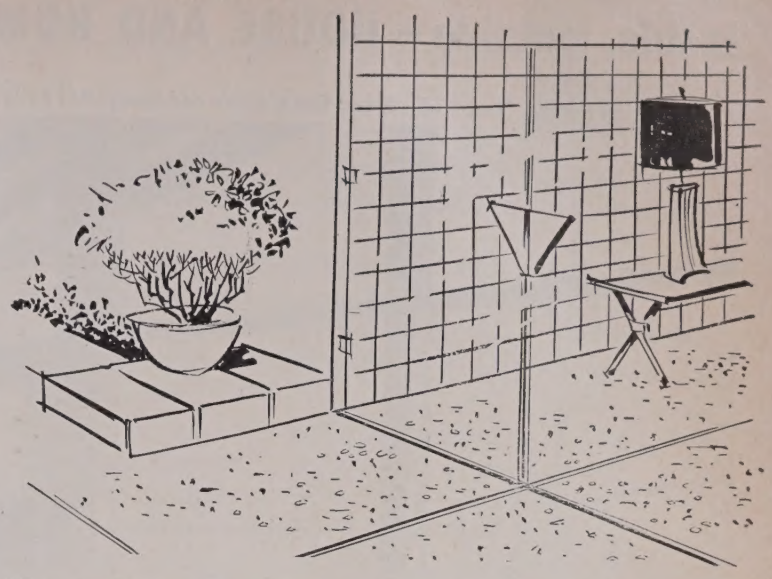
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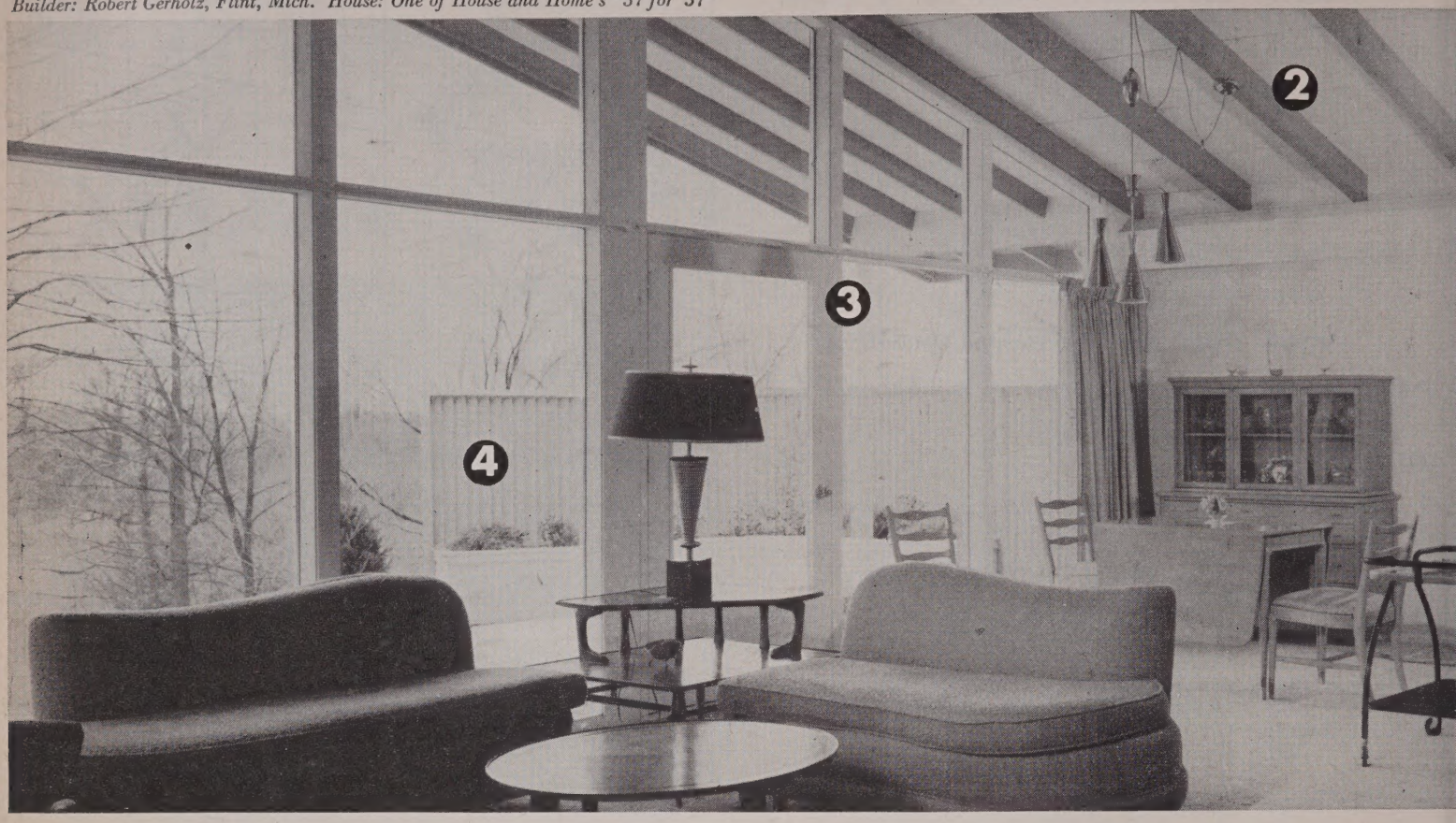
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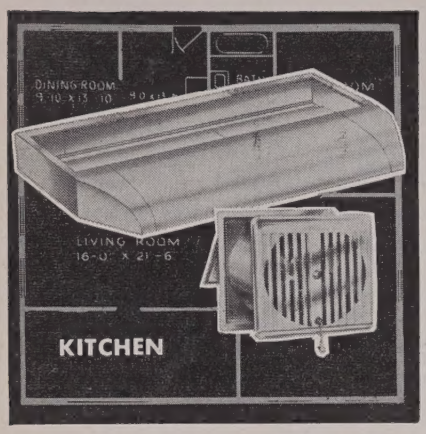
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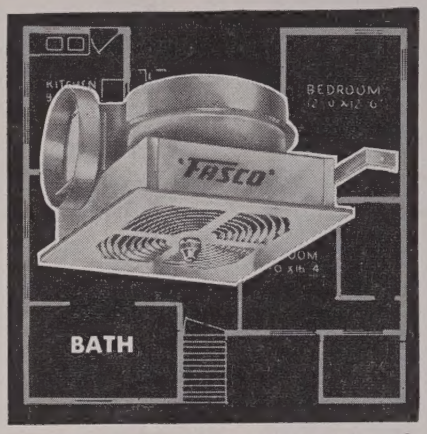
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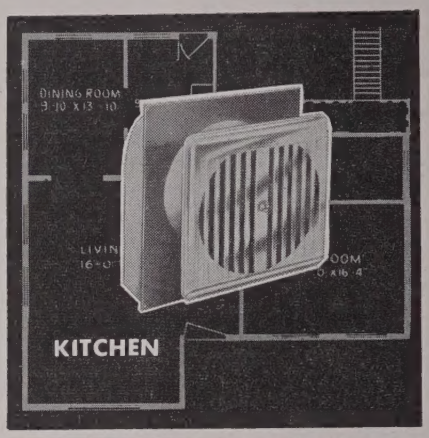


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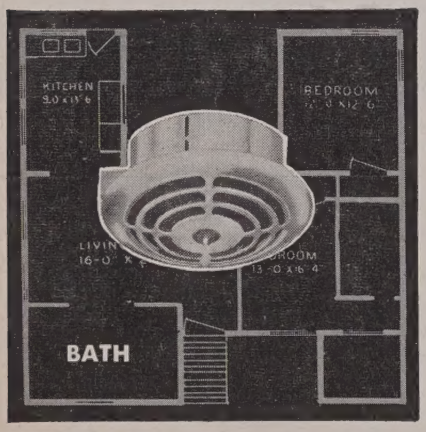
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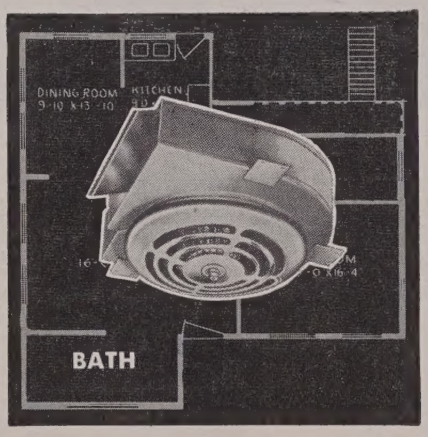
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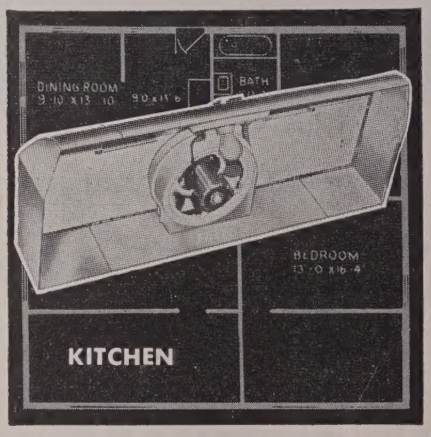
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